

SEP 13 1927

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXII

NEW YORK, SEPTEMBER 10, 1927

No. 11

Dodd, Mead 1927 Prize Novel



The
First
Dodd, Mead
Prize Novel
WILD GEESE
Is now in its
2nd Hundred
Thousand

This
Second
Dodd, Mead
Prize Novel
REBELLION
Will Set
New Sales
Records for You

REBELLION

By MATEEL HOWE FARNHAM

A magnificent story of a modern girl.

Ready November 12th

\$2.00.

Second Printing Before Publication!

THE DEFENDERS

By STELLA G. S. PERRY

Author of "Come Home," etc.

High romance and stirring action against the quaint and fascinating background of New Orleans in 1814-15. The people and the times are portrayed with completeness and reality—with all their color, passions, intrigues, their political, social and war-time interests.

To be published Sept. 15. \$2.00

THE GAY DREAMERS

By ROGER DEVIGNE

A delightful fantasy of present-day Paris. Five old toy-venders who earn a few sous a day, on the streets of Paris, find romance entering their lives—but even this pales before the Great Adventure.

To be published Sept. 22. \$2.00

WHO IS THIS MAN

By ALICE MacGOWAN and PERRY NEWBERRY

Authors of "The Seventh Passenger"

A story of wholesale murder and a question of mistaken identity which delays the wheels of justice—a tale in which the popular detective, Jerry Boyne, again plays an active part.

To be published Sept. 15. \$2.00

EMILY'S QUEST

By L. M. MONTGOMERY

Author of "Anne of Green Gables," etc.

A new story of the delightful young heroine of whom *Isabel Paterson* in the *N. Y. Herald-Tribune*, has said, "I shouldn't wonder if Emily took her place in due time among the immortal children of literature."

Now ready. \$2.00

65th Thousand 65th

A GOOD WOMAN

By LOUIS BROMFIELD

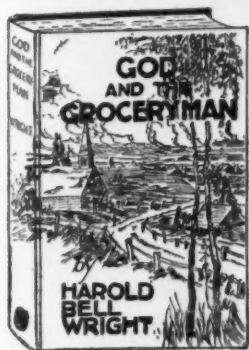
A best seller from coast to coast. \$2.50

443 4th Avenue

FREDERICK A. STOKES COMPANY

New York

We heartily recommend the promotion of the National Association of Book Publishers as an aid to the bookseller in increasing his business.



Breaking All Advertising Records

"It will be, I suppose, the best selling book published in the United States during the year 1927." Herschel Brickell, New York Evening Post.

God and the Groceryman **By Harold Bell Wright**

is being advertised as no novel ever was before.

In trade publications, circulars and posters.

In newspapers in every one of the 48 states.

In monthly magazines and religious weeklies of every denomination.

A single advertisement in the September issue of the National Geographic Magazine costs \$2360.00.

*Are you getting your
share of its enormous
sale? \$2.00*

*"The book of a
great man, a man
with a great heart
and a great soul."
Portland (Oregon)
Journal.*

*"The critics may
see nothing in it—
and yet it will sell
a million copies."
Dallas News.*

D. Appleton and Company
35 W. 42nd St., New York

WHEN**The YALE REVIEW**

discusses at length various selections from *The Builders of America*.

The AMERICAN MERCURY

devotes six pages to a chapter from *The Builders of America*.

The OUTLOOK

runs a leading article from *The Builders of America* along with an arresting cover display in connection with the article.

The DAILY GRAPHIC

realizes that the popular interest of *The Builders of America* justifies a double spread feature article.

THEN

The bookseller may know that he has found a positive big seller which will be in demand not only among certain readers in certain places but among every class of reader everywhere.

THE BUILDERS OF AMERICA

By

ELLSWORTH HUNTINGTON

And

LEON F. WHITNEY

A popular discussion of the acute social, political, and economic problems confronting America because of the differing birthrates of various types and classes.

HARRY OLSON, Chief Justice of the Municipal Court of Chicago writes: "*The discoveries are monumental and the treatment impartial. I wish for the sake of America that I were wealthy enough to put a copy into the hands of every teacher and every high grade young married couple in the country.*"

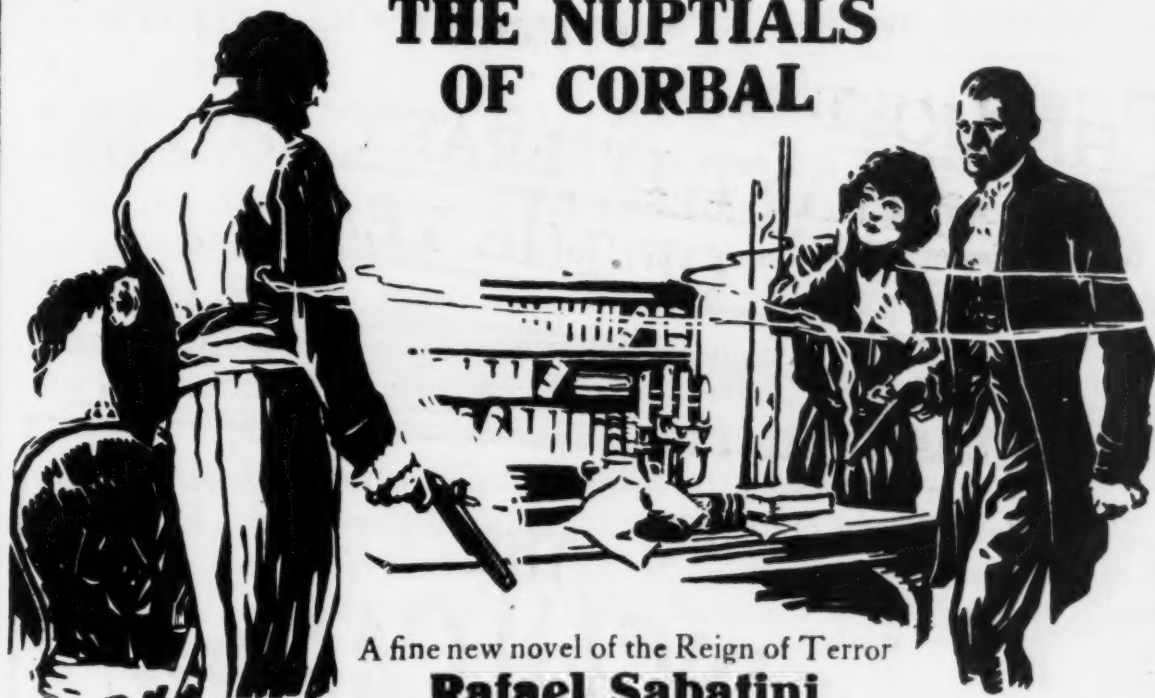
Charts and Illustrations in line and half tone: $5\frac{3}{4} \times 8\frac{3}{4}$,

383 pages, \$3.50 Net. Published September 29

N. B.—The Builders of America will be featured on the Michael Gross thoughtful book poster for Fall. The publisher will furnish imprinted circulars on request.

WILLIAM MORROW & CO., 303 Fifth Ave., New York City

THE NUPTIALS OF CORBAL



A fine new novel of the Reign of Terror

Rafael Sabatini

Beautifully Illustrated by Brett, \$2.50 at all bookstores

Shadow River

WALTON HALL SMITH

An enthralling story of strange adventure set against the sinister background of the Congo.

"A thrilling romantic tale."—Boston Herald. \$2.00.

Samadhi

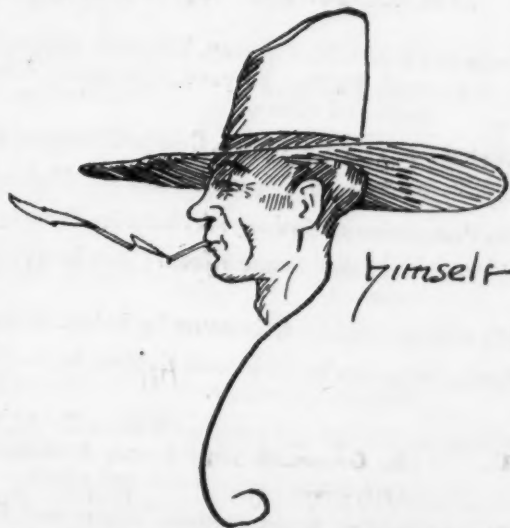
WILL LEVINGTON COMFORT

An extraordinary novel of romance and splendid adventure in Northern India. A young American finds not only good polo and a Princess, but also the great elephants. \$2.50.

THICKER THAN WATER

**A
Red Star
Novel**

A rattle of guns, a clatter of hoofs, a Wells Fargo train robbery, with Hashknife Hartley and Sleepy Stevens to the rescue.



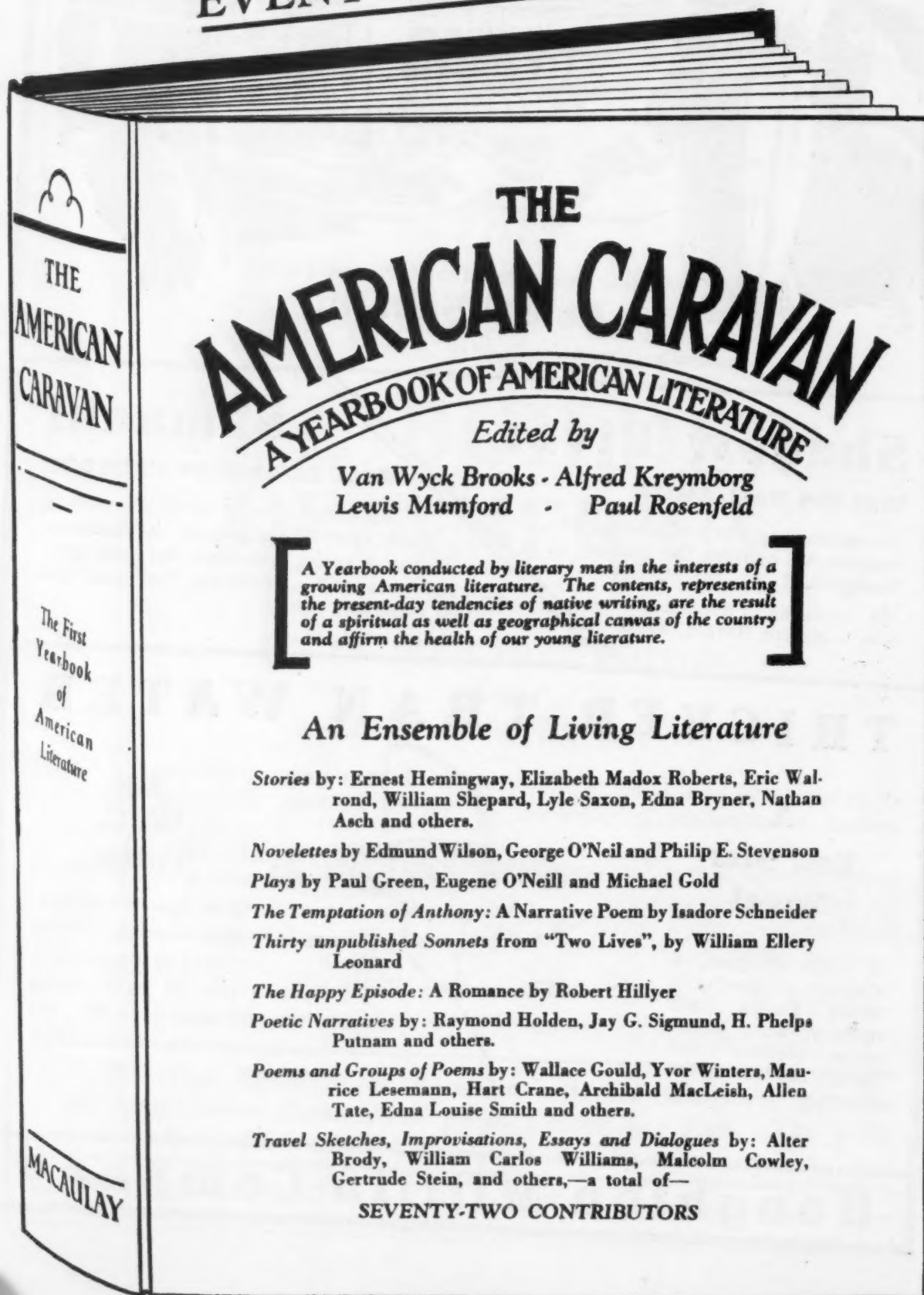
**By
W. C.
Tuttle**

The son of an old-time border sheriff writes this breathless tale of hard riding cowboys and the roaring frontier days.

\$2.00

Houghton Mifflin Company

THE MOST IMPORTANT LITERARY EVENT OF THE YEAR



THE AMERICAN CARAVAN A YEARBOOK OF AMERICAN LITERATURE

Edited by

Van Wyck Brooks - Alfred Kreymborg
Lewis Mumford - Paul Rosenfeld

[A Yearbook conducted by literary men in the interests of a growing American literature. The contents, representing the present-day tendencies of native writing, are the result of a spiritual as well as geographical canvas of the country and affirm the health of our young literature.]

An Ensemble of Living Literature

Stories by: Ernest Hemingway, Elizabeth Madox Roberts, Eric Walrond, William Shepard, Lyle Saxon, Edna Bryner, Nathan Asch and others.

Novelettes by Edmund Wilson, George O'Neil and Philip E. Stevenson

Plays by Paul Green, Eugene O'Neill and Michael Gold

The Temptation of Anthony: A Narrative Poem by Isadore Schneider

Thirty unpublished Sonnets from "Two Lives", by William Ellery Leonard

The Happy Episode: A Romance by Robert Hillyer

Poetic Narratives by: Raymond Holden, Jay G. Sigmund, H. Phelps Putnam and others.

Poems and Groups of Poems by: Wallace Gould, Yvor Winters, Maurice Lesemann, Hart Crane, Archibald MacLeish, Allen Tate, Edna Louise Smith and others.

Travel Sketches, Improvisations, Essays and Dialogues by: Alter Brody, William Carlos Williams, Malcolm Cowley, Gertrude Stein, and others,—a total of—

SEVENTY-TWO CONTRIBUTORS

To the Booksellers: An Open Letter

In writing this letter we have but one purpose,—to enable all booksellers to meet the *unusual sales demand for a \$5.00 book*,—a sales demand which will result from an historical literary event. Watch September 15th (particularly the Saturday and Sunday following that date). *The season's big book* will be blazoned in full-page reviews, full-page advertisements and in the general news. We are referring to **THE AMERICAN CARAVAN**, the first year-book of American literature, 857 pages, edited by Van Wyck Brooks, Alfred Kreymborg, Lewis Mumford and Paul Rosenfeld, and recommended by Carl Van Doren, Hendrick Willem Van Loon, Glenn Frank, Zona Gale, Joseph Wood Krutch and Elinor Wylie. Publication date, *September 15th*.

This unusual book is a treasury of American writing and contains hitherto unpublished material from the pens of America's most significant writers, such as, Eugene O'Neill, Ernest Hemingway, Paul Green, Elizabeth Madox Roberts, William Ellery Leonard, Louis Untermeyer, John Dos Passos and others—a total of seventy-two contributors—presenting a brilliant panorama of our native literature which includes every form of writing,—the novel, the short story, the drama, the dialogue, the essay and the verse forms.

This is the *first* Yearbook of American Literature. Every collector will be disappointed unless he possesses a first edition. *Be prepared—wire your order now!*

In order to make the first edition even more valuable, we have limited our first printing. This notice enables you to take immediate advantage of this opportunity. The attached order blank is for your convenience. You may send telegraph orders collect.

THE MACAULAY COMPANY

The Macaulay Company, 115 East 23rd Street, New York City.

Please send copies of **THE AMERICAN CARAVAN**
to
City State



GIVE US A GOOD MYSTERY ... WE CAN SELL THAT!

The First Reader

Asbury's Hair-Raiser—

You all know who Herbert Asbury is. (Murmurs of uncertain recognition.) Well, he is a New York newspaper man, the author of a slim little book called "Up From Methodism," and of a big fat book entitled "A Methodist Saint," the biography of his great-uncle, the mighty Bishop Francis Asbury; and he contributed to a number of the American Mercury an article about a lady of loose morals which set Boston by the ears. With the publication by Macy-Masius of "The Devil of Pei-Ling" a new side of Mr. Asbury's talent is made known.

"The Devil of Pei-Ling" is a mystery thriller, rooted in knowledge of the lore of demonology. Mr. Asbury has animated that knowledge with a simple, vivid, direct style, a style of action, the force of which, for the moment, brushes into the discard all your daylight logical doubts touching the probability of the events recorded. He leaves to the horrible fact the burden of creating horror, not depending on the literary embellishment of fact. If you question and resent, it will be only after you have put down the book in a daylight world. "The Devil of Pei-Ling" is simply gripping. Buy it if you are looking for a story to make the hair rise and the flesh creep. Do not read it at night unless you're in the midst of friends, family, companions within the sound of their voices and in a light-flooded room.

Briefly, "The Devil of Pei-Ling" is about the gruesome revenge achieved after his death by an executed criminal, a vassal of the devil, operating through a semi-possessed girl and an idol of the devil worshippers, which only he could animate. After the deaths of about half a dozen men, including the prosecuting attorney and the Federal Judge in the case and the art collector who had stolen the idol from the temple of the devil worshippers in the Province of Pei-Ling, the slayer is finally confounded when the semi-possessed girl is confronted by the saintly woman who bears on her body the stigmata.

That is the story—very briefly. In reading it you will see how ably Mr. Asbury conducts you from surprise to surprise, from horror to horror, moving from the solution of one aspect of the mystery to another mystification. "The Devil of Pei-Ling" is like a nut whose kernel is concealed within many shells, the progress from the outer shell to the kernel of Mr. Asbury's thriller is breathless with suspense. Highbrow and lowbrow and all in between will find a common meeting ground in "The Devil of Pei-Ling."

EVER since we hung out our shingle, booksellers looking over our lists have been saying, "Give us a *good* mystery . . . we can sell *that*!" We looked around carefully, and then on August 22nd we published

THE DEVIL OF PEI-LING by HERBERT ASBURY

We didn't make much of a fuss about it, because there was no reason why you should believe *us* if we called it good. But immediately upon publication, *The N. Y. World* printed the review which we reproduce herewith. *The N. Y. Herald-Tribune* hailed "A gifted newcomer to the mystery field." *The N. Y. Times* said: "The story is well told and perfectly consistent, but it is no story for a nervous person to read late at night." "One of the most sinister and remarkable bits of imaginative writing we have come across", says *The Boston Globe*. "If you are fond of mysteries, here's one for you that is hard to beat", says *The Cincinnati Times Star*. And *The Buffalo Times*: "It is years since we have had goose flesh; it took 'The Devil of Pei-Ling' to let us know we are still capable of that sensation. It out-Poes Poe." "Full of action and surprises from the first to the last."—*Atlanta Constitution*. "By all means read it if you want something different in that line."—*Seattle Post Intelligencer*. "If Asbury writes another detective story as good as this one, he will be the logical successor to Conan Doyle."—*Los Angeles Record*. "Mr. Asbury has spared no pains to make his story as blood-curdling as possible."—*New Orleans Times Picayune*. "It gets hold of you, leads you around by the nose for four hours, and then lets you go. This is what we want from a thriller."—*Minneapolis Star*.

SECOND PRINTING IN ITS SECOND WEEK—\$2

It seems obvious that we have given you a *good* mystery. You can sell *that*! And we are prepared to help you sell it, with a strong advertising campaign, and with imprinted post cards and display material which are yours for the asking. Have you enough stock?

MACY = MASIUS



551 FIFTH AVENUE
NEW YORK CITY

IN CANADA FROM IRWIN & GORDON, LTD., 66 TEMPERANCE ST., TORONTO



STEWART KIDD

Booksellers, Stationers
Engravers



19-23 EAST FOURTH STREET
HOTEL SINTON BUILDING
CINCINNATI, U.S.A.

August 22, 1927.

Henry Holt & Co.,
1 Park Ave.,
New York City.

Gentlemen:

Last night I finished the novel which you so kindly sent me entitled *Dusty Answer*. It is not very often that I am enthusiastic over fiction, but I cannot help but thank you for sending me this book. It is without doubt, to me the most beautiful and fascinating story that I ever read in years, and I will be only too glad to help make it a successful seller in our store. After reading it other books have fallen so below it that I do not feel like reading any more novels.

Again thanking you for the pleasure given me in sending this book, I remain

Yours sincerely,

BM:MG

B. Merrill

N. B.—A typical instance: One bookseller ordered 100 copies of *DUSTY ANSWER* before publication,—and reordered 500 copies three days after publication.

66,000 in one week

HENRY HOLT & CO., 1 Park Ave., New York

A Leader in Our Finest List

JALNA



By

MAZO IDIE

TRADE OPINIONS:

Mr. Harry V. Korner, of The Korner & Wood Company, Cleveland, says: "Jalna' is easily the most interesting story I have read for a long, long time. It surely has unlimited possibilities."

Mr. James Miller, of Miller's Bookstore, Atlanta, says: "While reading 'Jalna' several of the travelers have been here and I've told them all, without exception, that Little, Brown & Company has the big fall novel. It is great!"

The Baker & Taylor Company's "Retail Bookseller" says: "There seems to be no doubt that Little, Brown & Company have again picked a big winner, a novel that should have a great popular success."

Ready October 7.

Boston

LITTLE, BROWN

in Ninety Years of Publishing!

JALNA

ILA ROCHE

AUTHORS' OPINIONS:

Gertrude Atherton says:
 "I found 'Jalna' not only unique and intensely interesting but singularly rich for these days when so few novels seem to have any background. It is a fine, first-rate, fascinating novel."



Basil King says: "In style, strength and amplitude 'Jalna' ranks with the best fiction in English. Most novels one reads and forgets; this novel one could never forget."

Honoré Willsie Morrow says: "I haven't enjoyed any story so much in a long time. It has an originality of thought and style—a wholesome raciness—and a soundness of technique that filled me with content like an extra well achieved meal."

347 pages. \$2.00

AND COMPANY

Publishers

A Biographical Sensation

DORAN BOOKS

HENRY WARD BEECHER

AN AMERICAN PORTRAIT

by PAXTON HIBBEN

AMERICA'S most striking man of religion forms the subject of this powerful biographical study by Paxton Hibben. Beecher, pulpit orator unsurpassed, anti-slaver who commanded more news space than Lindbergh, stands alone on the vast stage of controversy, a scene set skillfully by the author with all the ironical properties of the Middle American time.

Round about this spectacular figure has centered

intense speculation and doubt, thousands worshipped him and worshipped

under him—as many accused and maligned him. His is an imposing figure in the gallery of famous Americans which will always appear somehow heroic, infinitely tragic and everlastingly human. Paxton Hibben presents the man not only against an exact historical set-



HENRY WARD
BEECHER
A cartoon by
THEODORE WUST

ting but with an amazing psychological understanding of his strength and weakness.

Illustrated. \$5.00 Net

[TO BE PUBLISHED SEPTEMBER 23rd]

DORAN BOOKS

See next two pages for announcement of the
Prize Contest for Window Displays of
Putnam's BOYS' BOOKS BY BOYS
 Their Own True Stories of Adventure on Land and Sea



DERIC

DAVID GOES VOYAGING

By DAVID BINNEY PUTNAM

The success of this first volume in this unique series of books for boys by boys was immediate. In it a lucky twelve-year-old tells his own story of three months spent in the Pacific with the Beebe *Arcturus* Expedition: volcanoes, sea-lions, diving, bird-nesting, dredging, pirates, lost treasure, sharks, harpooning, 'n everything!



DAVID

DAVID GOES TO GREENLAND

By DAVID BINNEY PUTNAM



David's account of the American Museum Greenland Expedition which carried him to within 700 miles of the North Pole aboard a ship commanded by Peary's old skipper. David collected narwhal, polar bear, walrus seal and shark, with gun and camera.

DAVID GOES TO BAFFIN LAND

By DAVID BINNEY PUTNAM



Lucky David makes another voyage North to the remote regions of Fox Basin and Western Baffin Land, where white men have never been before. Whales harpooning, hunting, Eskimo ruins, glacial ice-caps, and adventurous exploration along unknown Arctic shores.

**DERIC IN MESA VERDE**

By DERIC NUSBAUM



A boy's record of his life in Mesa Verde National Park, out in the cliff-dwellers' country of Southern Colorado. Full of the lore of yesterday and the lure of today . . . exploring, treasure-hunting, rare finds, wonderful adventures, Indians, wild animals, folklore, bird-nesting, and even mummies!

**DERIC WITH THE INDIANS**

By DERIC NUSBAUM

Fourteen-year-old Deric describes his experiences with Indian friends in the South-West, and his adventures and discoveries as an archaeologist among ancient ruins of prehistoric peoples. Even more interesting than his first book.

BOB NORTH STARTS EXPLORING

By ROBERT CARVER NORTH



An eleven-year-old boy's journal of an adventurous expedition with his father into the unmapped wilderness of Northern Ontario. Often writing beside camp-fires, or with a blanket tucked around him, in some cabin or tepee, Bob tells about Indians, prospectors, down-timber, portaging and ice-breaking.

**AMONG THE ALPS WITH BRADFORD**

By BRADFORD WASHBURN

An American boy's story of his summertime mountain climbing experiences among famous Alpine peaks . . . guides, ropes, alpenstocks, ice-axes, crevasses, glaciers, dizzy ascents and descents—a unique record of thrilling sport and adventure in high altitudes by a young but able and enthusiastic mountaineer.

\$1.75 each

A very elaborate five section postcard in numerous colors is furnished free to book stores. Send for sample.



BOB



BRADFORD

G. P. PUTNAM'S SONS 2 W. 45th St., N.Y.

Prize Contest for Putnam's Boys'

The first three volumes in this unique series—"David Goes to Greenland," "David Goes Voyaging" and "Deric in Mesa Verde," have already established themselves firmly with the book trade with the prospect of a continuing sale from year to year.

Four more titles are being published this Fall—"Deric With the Indians" and "Bob North Starts Exploring" on September 9th, and "Among the Alps With Bradford" and "David Goes to Baffin Land" on October 21st.

There is probably no other series of juveniles on the market with as many talking points for booksellers as this series of seven Boys' Books by Boys. The possibilities of sale of the various volumes during this Fall and Winter are very great. Boys, and girls, too, are crazy about these books, for these seven Boys' Books by Boys have swept aside the barrier which has always stood between the boy and the boys' book—the barrier of an older mind trying to tell a story to youth. Here is youth itself telling youth about the pot of gold that lay on the other side of the rainbow of adventure.

If you have ever seen a group of youngsters bunched together, listening intently to a story by one of them, you will realize why these Boys' Books by Boys are so immensely popular. Each boy knows instinctively what would most interest other boys and tells in plain and simple language these exciting incidents of a thrilling trip.

The seven uniform, but differently colored jackets lend themselves well to display. The very novelty of the series will attract people into your store and, to stimulate booksellers to make special window displays, G. P. Putnam's Sons are making this Fall a prize offer for the best displays. As is our custom, two series of prizes are offered equally divided, one for displays less than 6 feet in frontage and one for displays 6 feet or more (measurement of glass in each case).

These two offers give the small bookseller exactly the same opportunity as the large one. He can build an artistic window although a small one, with the same chance to win a prize as the dealer who is larger.

The prizes will be as follows:

For windows, the glass of which measures 6 feet or more:

1st prize	-	-	-	\$100	3rd prize	-	-	-	\$50
2nd prize	-	-	-	75	4th prize	-	-	-	25
10 honorable mentions of \$5 each									

For windows, the glass of which measures less than 6 feet long:

1st prize	-	-	-	\$100	3rd prize	-	-	-	\$50
2nd prize	-	-	-	\$75	4th prize	-	-	-	25
10 honorable mentions of \$5 each									

G. P. PUTN

2 West 45th Street

Window Displays of Books by Boys

In addition to the above prizes, we will pay \$2.50 each for every photograph of a window display of these seven books submitted by a dealer who is not fortunate enough to win a prize.

The judges will be F. G. Melcher of the "Publishers' Weekly," Charles H. Denhard of Charles H. Denhard and Company, and Michael Gross of the Michael Gross Company.

Books need not be purchased for display. Any reasonable number of jackets of the seven volumes will be furnished free of charge. Every display, however, must include copies or jackets of each of the seven volumes in each series. Displays can be planned now and made at any time between October 21st, the date of publication of the last two books in the series, and December 20th.

If it is decided to make a display of Putnam's Boys' Books by Boys as the special and leading feature of the window display which is to be made during Children's Book Week, November 13th to 19th, that will be quite satisfactory, provided Putnam's Boys' Books by Boys are more prominently featured in such a combination window than any other group.

The contest will close on January first. Decision will be made soon after that and checks mailed immediately, but in any event by **February first, 1928.** The names of the winners will be announced in the "Publishers' Weekly," together with photographs of their window display if space permits.

It is easy to find material with which to make a suitable display of Putnam's Boys' Books by Boys. All of them are outdoor books, written by outdoor boys who employ in their pleasures the same things that are used by boys all over the world. Guns, cameras, fishing rods, outdoor games of all kinds, sports clothing, anything which has to do with outdoor boy life can be borrowed from other stores in your neighborhood who make specialties of such things. The flags of the various countries in which these boys have traveled could be displayed—Panama, Canada, Denmark, Switzerland, the United States.

We have an unusually attractive counter card which will be furnished free of charge. A whole window in itself could be built up by the use of a couple of hundred of our combination post cards in various colors on which are given miniature reproductions of the jackets of these books. The booksellers of the country have already called for approximately 250,000 of these cards. Additional methods and plans of decorating will readily suggest themselves.

PUTNAM'S SONS

New York City

WE'RE BACKING THEM TO BEST SELLER LIMITS

THE GREAT BEAR

The Story of
THANE PARDEWAY

by Lester Cohen
Author of SWEEPINGS

IT was a great time for author, publisher, bookseller, critic and Mr. General Reader, when SWEEPINGS was published. Author, bookseller and publisher enjoyed the pickings of twelve large editions; the tired critics welcomed a masterpiece; and Mr. General Reader thanked God for a new writer who could write brilliantly but was not ashamed to tell a life size story.

All will be happy again with the publication of THE GREAT BEAR which is as excitingly written, as certain to go into many editions and a more startling story.

For THE GREAT BEAR is the big-limbed story of an egoist who dealt insolently with love and stirred up a mightier power than he reckoned with.

Publication, October. \$2.50

A YANKEE PASSIONAL

by Samuel Ornitz

Author of
**HAUNCH, PAUNCH and
JOWL**

THIS is the great successor to HAUNCH, PAUNCH and JOWL, which was the talk of its season and sold well ever since.

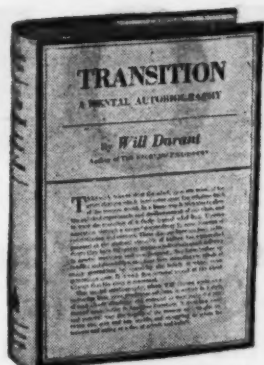
It is the story of a generation that believed in Millennium, that made a Salvation gold-rush upon New York with creeds for shovels; that fought sins of the flesh with more awful sins of the spirit.

It is picturesque, passionate, racy. It has raw beauty, stinging truth. It will stand out, an individual in any crowd of novels, and survive along with HAUNCH, PAUNCH and JOWL as one of the real books of our decade.

Publication, October. \$2.50



BONI & LIVERIGHT, 61 West 48th Street, New York, N. Y.



TRANSITION

A Mental Autobiography

By WILL DURANT

Author of "The Story of Philosophy"

A few interesting things to note:

1. **TRANSITION** was submitted to 100 key booksellers in all parts of the country for advance comments. 86% were tremendously favorable, 14% were not.
2. **TRANSITION** (according to *all* 100 booksellers) should be featured not as a novel (as we had first planned) but as an autobiography—which it really is.
3. **TRANSITION**, therefore, will be published, advertised and featured as "a mental autobiography".
4. **TRANSITION**, according to virtually all the booksellers consulted, has the intellectual appeal of "The Education of Henry Adams" and "Up Stream", combined with a spirited style that may be enjoyed by the vast novel-reading public. (This of course proved to be the case with "The Story of Philosophy.")
5. **TRANSITION** will be published on Friday, September 30th; the format will be small octavo and the price \$3.00.
6. **TRANSITION** is being sent out, before publication date, to a select list of ministers, educators, editors, critics, celebrities and other influential men and women—numbering at least 500 altogether.
7. **TRANSITION** will be dispatched to you at once, on request, if you have not yet received your advance copy.
8. **TRANSITION** is released just as "The Story of Philosophy" (at \$5.00) perhaps the trade's biggest money-maker in years, enters its 172nd thousand, a best-seller for 15 months running!
9. **TRANSITION** will be eagerly accepted by readers of "The Story of Philosophy", who want to know more about Will Durant and who will welcome this new "synthesis and total perspective" applied to the persistent problems of life—especially the changes in political and religious faiths—the soul-stirring flux and transition of which Durant writes.
10. **TRANSITION** will be pushed forward to cumulative sales by continued and impressive advertising and promotion, by imprinted circulars and post cards, by window displays, by sermons, news articles, editorial comment, by dinner table talk, by Will Durant's newspaper and magazine articles reaching millions, and by his lecture tour this Fall and Winter from coast to coast and the vast attendant publicity.

SIMON AND SCHUSTER



PUBLISHERS, NEW YORK

MIND YOUR



How does "Mind Your P's and Q's" work?

One section of this book is printed on transparent paper. You place the handwriting to be analyzed under the first sheet, and note whether or not the handwriting stays on a straight line. You mark down A1 or A2 as indicated on the diagram.

Place the specimen under the second sheet and note the size of the handwriting, marking down B1 or B2—or any B up to size B7.

Place it now under Sheet C, noting the C number regarding the slope of the letters.

Now under D noting the slope of the line (whether straight or up or down, and how far).

And so forth, through fourteen sheets.

You then have an analysis by sheet letter and number, which has noted almost every conceivable variation and individual characteristic in the handwriting.

Now you turn to the key section. A-1 will tell you not only what characteristics the handwriting shows, but also what it shows in combination with other characteristics that have been noted.

You go through the key section, noting all the characteristics and combinations (which run into the tens of thousands) and in five minutes have the complete report on the attributes, temperament, interests and capabilities of the person whose handwriting you have analyzed. *And it works.*



The Ear-Marks of a Natural Fad!

I have just returned from a trip through the middle west. Although I don't know a blessed thing about handwriting analysis I was able, with the proof of "Mind Your P's and Q's", to analyze a number of specimens submitted to me—usually my readings were 90 to 97% accurate, according to the astonished and enthralled subjects!

I deciphered the traits and temperaments of clerks and customers, of errand-boys and merchant-princes. Several department store heads and buyers I read correctly from their handwriting without knowing the identity of the script before me! The manager of the book department who tried me out invariably submitted the hand-writing specimen in a mood of good-humored skepticism, and then noted my reading with enthusiastic and embarrassing applause. I was merely following the rules laid down in "Mind Your P's and Q's"—the simple diagrams and transparent pages saw through everything and told all!

We shall not keep this book a secret. From the minute it first shows signs of that popularity which I believe it deserves, we shall certainly push it and advertise it to the limit.

Richard L. Simon



SIMON AND SCHUSTER, Publishers

R P's AND Q's

A New Craze!

Here is an interesting letter. Mr. Jerome Meyer, needing some drawing paper for the final touches on his book, *Mind Your P's and Q's*, called on Saletan's Book and Stationery Store at 76th Street and Broadway, New York.

Mr. Karlin, the manager, had never heard of Mr. Jerome Meyer, but was attracted by the advance copy of the unusual-looking book under his arm. As Mr. Meyer explained it and analyzed several handwriting specimens—*quickly, fascinatingly and accurately*—a crowd collected, including (as Mr. Karlin says) a college dean and a doctor.

After Mr. Meyer left Saletan's, the crowd stayed for more than one hour discussing *Mind Your P's and Q's*, and begging for copies just as soon as published.

Publication Date of
"Mind Your P's
and Q's"
by Jerome Meyer
Friday, September 16
Price: \$1.50

SALETAN'S
Stationers - Booksellers - Engravers
COMMERCIAL SUPPLIES KODAKS SPORTING GOODS TOYS
2157 BROADWAY
AT 76TH STREET

NEW YORK, Aug. 19, 1927

Mr. R. Simon,
4 Simon & Schuster,
37 West 57th St.,
New York City.

My dear Mr. Simon,

Last night a very singular incident occurred in my shop, and it made such an impression upon me, that I must relate it to you.

Mr. Jerome Meyer, the author of your forthcoming book called *"Mind Your P's and Q's"*, showed me an advance copy of the book. I was never so fascinated in my life!

At the time Mr. Meyer called, we had in the shop a Dean of [redacted] College, a Doctor, and two other people not professional. Mr. Meyer was kind enough to analyze their handwritings for them, and we were all so intrigued, that from the moment he started, I could not get any of my clerks to wait upon the trade—and we incidentally collected quite an audience.

It was the most remarkable thing that I ever witnessed. In all of my experience as a book-man, I have never seen anything to equal it. Will you send me one hundred copies of the book as soon as it is published? I predict that it will be the biggest best-seller this fall.

With most cordial wishes, I am

Very truly yours,
B. Karlin
SALETAN'S BOOK STORE

Here are a few reasons why We believe "Mind Your P's and Q's" must go over big:

(From the Sales Report of our Middle-Western Traveller)

- 1 *Mind Your P's and Q's* is insidiously fascinating. I found it the easiest book to sell that I've ever carried in my suit case.
- 2 *Mind Your P's and Q's* has all the earmarks of a fad, a craze that seems destined to sweep the country.
- 3 *Mind Your P's and Q's* is a book that isn't read and lent, but one that will be bought, used and used time and again.
- 4 *Mind Your P's and Q's* can be used alone or in parties—excellent for quantity sales to devotees.
- 5 *Mind Your P's and Q's* is fully copyrighted and protected against infringement and imitation.
- 6 *Mind Your P's and Q's* is attractively priced (\$1.50) and is a full-measure value.

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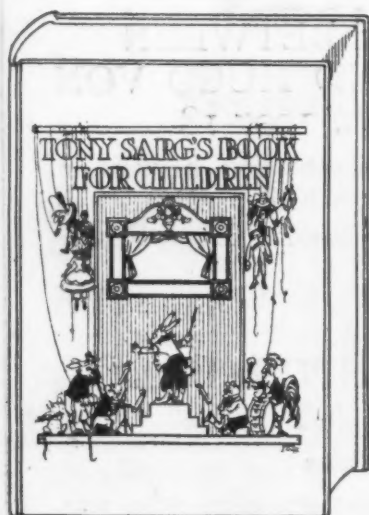


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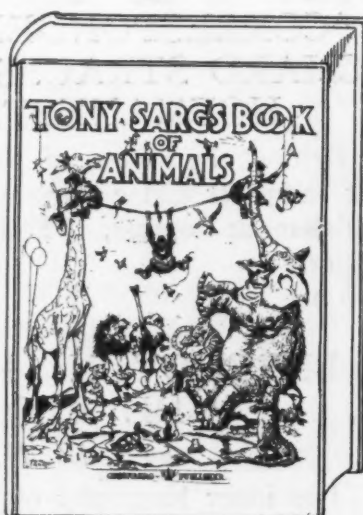


¶ Here is a children's author who now has five successful juveniles on the market, with a sixth coming out this Fall. None of his books has sold fewer than ten thousand copies. Some have sold a great deal more.



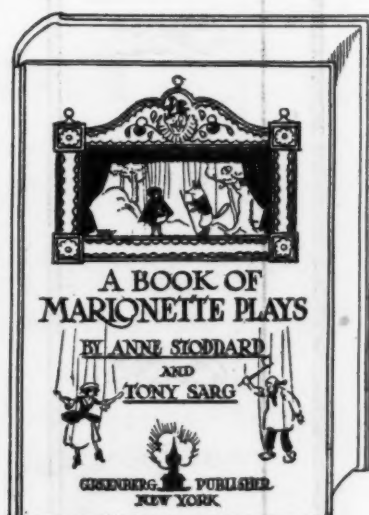
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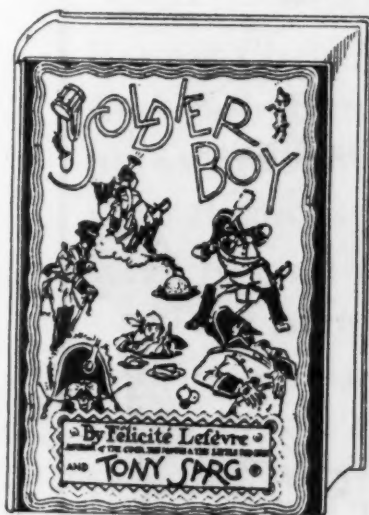
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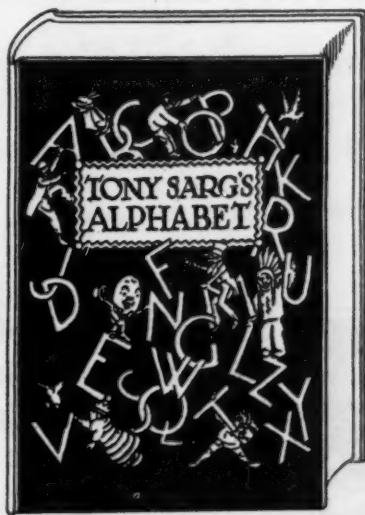
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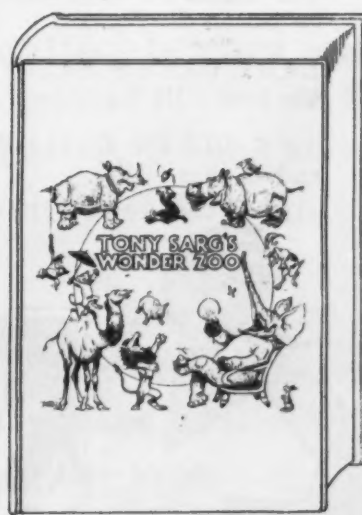
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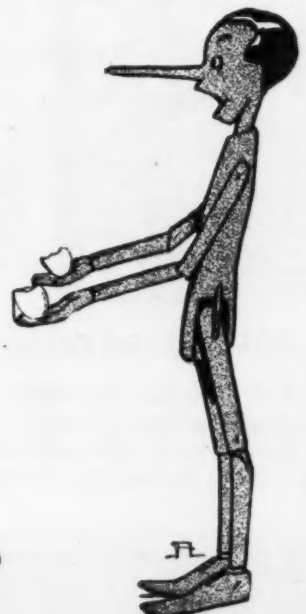
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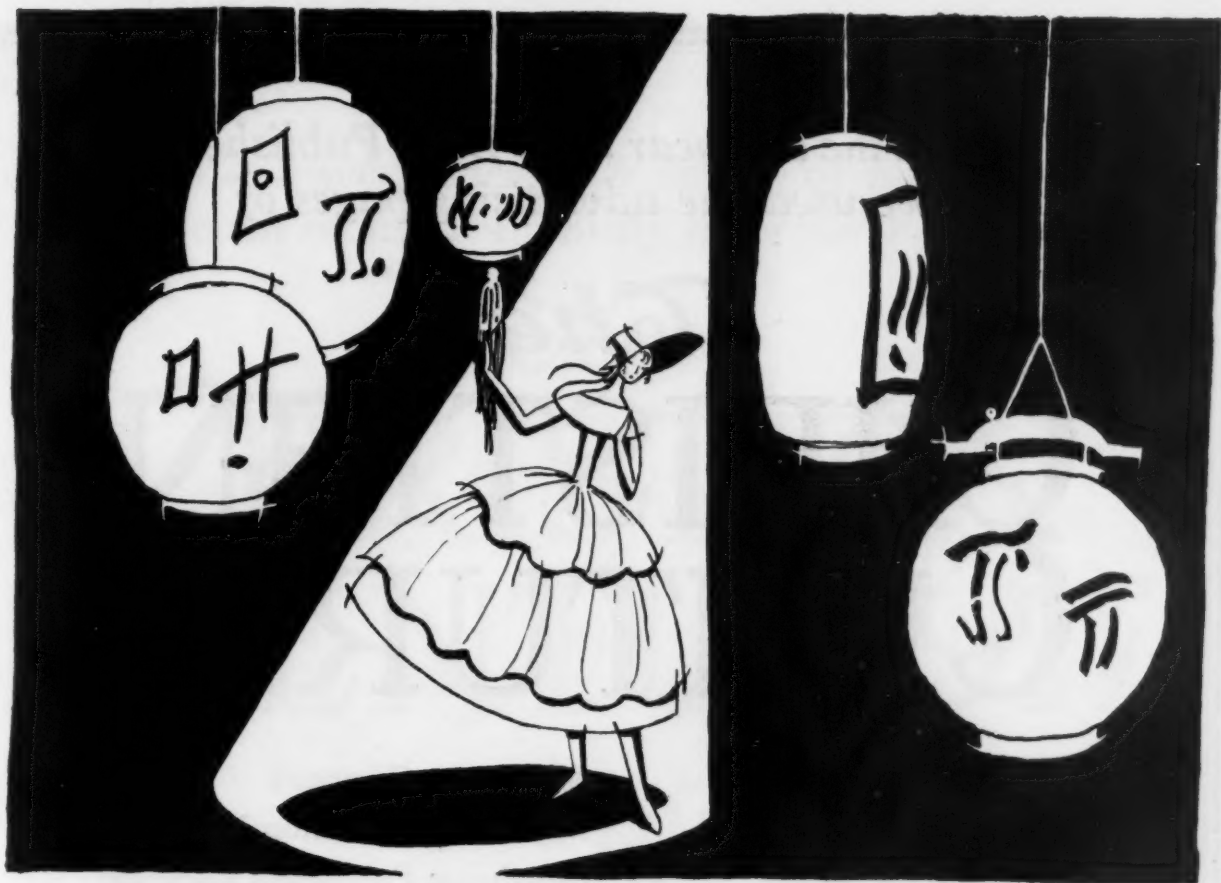


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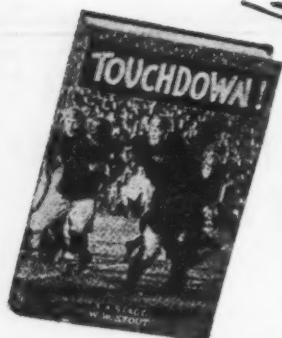
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 10, 1927

The Book in the United States

Observations of a French Bookman

Édouard Champion

TO us the United States is above all the chosen land of material forces, the great, ever enlarging work-yard where man applies science to life and subdues to his physical needs the forces of nature as soon as he understands them. The intellectual cravings, the literary yearnings of the American seem to us indeed secondary. Machinery and sport, these are the subjects worthy of their attention. But the Book in the United States! Has anyone the desire or the time to read in this strange country?

Yes, they do have time to read, and it is not paradoxical to say that they read a great deal and they have always read a great deal there. The early pioneers who came to settle on the shores of America at the beginning of the 17th century were, one must remember, more than adventurers in search of wealth and material comforts, they were souls fired with religion and liberty, which are not at all contradictory. These colonists settled on the shores of Massachusetts Bay under the sign of one book: the Bible. But they brought other books with them. A large number of the settlers had studied at Oxford or Cambridge so that nearly every college of those two universities was represented in New England by the middle of the 17th century. A certain Robert Child had studied at Corpus Christi, Cambridge, then had traveled in Italy and taken his doctor's degree in medicine at Padua before crossing the Atlantic. As for Charles Chauncy,

later president of Harvard, he had been professor of Greek at Trinity college, Cambridge. It is not surprising that these men, used as they were to reading and study, great friends of books, should have busied themselves early with giving their children and their associates' children a good education equivalent to theirs. To do this, they needed, more than anything else, books. Each boat that came from England brought its contingent of Calvin's "Institutes" and Bacon's "Advancement of Learning," of Ascham's "Epistles" and Erasmus's "Colloquies," whether these books were sent as gifts by friends and relatives in the old country, or whether they were ordered by the colonists themselves. The latter continued to be interested in the new things which were appearing in England and on the continent, and a precious correspondence between F. Kirby and John Winthrop tells us that about 1630 the latter used to have the fall and spring catalogs from the Frankfurt Fairs, then in all their glory, sent him by his English correspondent, so that he might choose from them what he wanted for his next acquisitions, his future reading. I see very little difference between John Winthrop and a perfect bibliophile.

It was naturally the early ambition of these theologians and educators to have their own printing plant. As early as 1638, that is before Boston was ten years old, even before Glasgow, Manchester, and Liverpool had their printing presses, a press

was brought over in good condition from England and installed at Cambridge. Before 1646 two books had been printed there: one was "The Spelling Book," printed by Stephen Daye, of which there is no copy in existence. The other was that very curious catechism of John Cotton's with the deliciously naïve and archaic title, "Spiritual Milk for Boston Babes in either England, Drawn out of the breasts of both Testaments for their soul's Nourishment." It is significant that these two glorious ancestors of the American book of today were both manuals written for strictly pedagogical or didactic ends, they were elementary books for the popularization of spelling and the precepts of religion.

It will soon be three hundred years since these American "incunabula" left the rudimentary Harvard presses. Nine or ten generations have come and gone across the Atlantic, filling the cemeteries there; millions of new colonists, or slaves, belonging to all the races of Europe, Africa and Asia, settled between the Atlantic and the Mississippi, then between the Atlantic and Pacific, either of their own accord or thru compulsion, each carrying with him his own tastes, his own culture or his lack of it. But it may still be said, on the whole, that the American book has not varied in fundamental character; it remains above all educational, didactic, practical. For, if one thinks about it, the novel itself and the short story, which America produces and consumes in such large quantities, serve practical ends; their purpose is to distract, to amuse, to rest, or to relax. Now recreation is as necessary to men as work and technical knowledge. This useful, really utilitarian aspect of even the purely recreational book is never lost sight of in the United States. The principal mission of books there is either to distract the reader or to popularize something. And that is why such astonishing and admirable efforts are made in the United States to popularize the book itself.

The physical appearance of the American book is well known; it is similar to the English and very different from ours as well as from the Spanish and Italian. The typical American book, printed on rather thick and very good quality paper, is always put on the market in a cloth binding. These bindings are almost entirely done by

machine in big factories which, on the outside, differ not at all from an aluminum or a shoe factory. These bindings are made in many colors, but oftenest in dark blue or dark green. It is true that they are almost always covered, when displayed at the bookstore, by a jacket of colored paper carrying well in evidence the author's name, the title, and often the author's picture, or a quotation from a newspaper praising the work. There is no attempt at elegance on the exterior of these books which, while never costing less than two dollars, generally cost two-fifty and often three. Everything is done to make it pleasant and convenient to read them, just as everything is done for the comfort of the customer in the bookstores, which tend more and more to become spacious salons, and some of which, in New York for instance, are almost palaces.

The bindings are strong; the book might fall ten times or serve as a projectile without loosening one leaf. There are no pages to cut; that would be a needless fatigue, a discomfort for the reader. The printing is clean and careful, the margins wide, the type large enough so that the eye is not tired. They never try to print 400 pages on 300. They do not consider the expense of the paper, they do not even hesitate to make two volumes of a book, for the reader is particular, in this regard at least, and would instinctively boycott a book that did not please him in its exterior. Every book has to measure up to a very high standard of practical conformity which no one dreams now of questioning. Many of our novels, and especially too large a number of our classroom books, our primary school books, are far below this standard. Our American friends do not conceal this from us. This same standard demands that no book of history, biography, or science, or anything save imaginative literature, shall be printed without a complete index, and it is rare that these indexes are not perfect. To which it must be added that proof-reading is invariably done with great care. The official reader goes over the author's work and submits it to him only when the little habitual mistakes have been carefully removed.

The Formidable Publicity

Finally, the book, and especially the

novel, whose formidable progress in Anglo-Saxon countries is well known, is sold like any other article and with regard to the same requirements of publicity. Now it is well known to what a high degree of perfection the art of advertising has been brought in the United States. The bringing out of a book is a shrewdly calculated operation based on very precise data, on careful figuring of probabilities, such as we do not, I think, have recourse to in France to the same degree, at least not with so much scientific rigor. Such and such a book will be announced in the *Atlantic Monthly* and in *Harper's*, but not in the *New Republic* nor in the *Nation*, because it has appeared from previous observations and from very exact statistical reckoning that this kind of book has a better chance of finding a greater number of readers in one magazine than in another. Some other book—a translation of the Nobel prize published by Knopf, for instance—will be advertised extensively in the street cars all over the United States, because the great patrons of the street cars are the laborers, or the factory workers, or the tradesmen, or the shop girls, or the stenographers who come and go to and from their work, and who will be intrigued by this book, interested in it, in short, pleased by it. Take note that three times out of four the workman does not buy the book directly. But, wishing to read it, he asks for it at the branch library nearest him. They hasten to buy it, one copy or several, according to the demand. This very perfect system of publicity and the effort directed by the advertising department of each publishing house toward two or three or five books of the year (and especially of the fall) result in the following accomplishment: the issuing in large numbers of a few best sellers. There has been a good deal of unfavorable criticism of this very American institution called the best seller. In reality it does not matter much what is said of it, good or bad. This institution exists. It has become at once a business necessity and a habit of the general public which not only accustoms itself to it but consults and encourages the list. The press

gives it great encouragement, for every week, on Saturday or Sunday, all the American newspapers from the San Francisco *Chronicle* to the *Times Picayune* of New Orleans, from the New York *Times* to the Chicago *Tribune*, and all the *Stars* of Missouri, all the *Examiners* of Colorado, all the *Heralds* of Texas, publish the list, statistically exact, controlled and controllable, of best sellers for fiction and for non-fiction. And it goes without saying that most book buyers, and also book borrowers, are guided in their choice by this sacrosanct list.

Americans are very sociable. Each man envisages himself above all as a member of a group, of a community, whose tastes he prides himself on sharing. Several thousands of Joneses and Smiths who think and feel as he does, so he reasons, have liked this or that book; therefore he knows that he will be sure to like it. The snow-ball grows continually, a desire to be in the style enters in, and a great, a tremendous common desire seizes all these New Yorkers and Californians, these Bostonians and Louisianians to read one year "The Four Horsemen of the Apocalypse" by Blasco Ibáñez, of which more than a million copies were sold in the space of a few months just after the war, another year Sinclair Lewis's "Main Street," another year "Gentlemen Prefer Blondes." And if, during the summer vacation, you pace the promenade deck of a steamboat filled with Americans, and cast an indiscreet glance at the title of the books they are reading, you will see that it is almost always the same book, the book of the day. You will note, too, that the book of the steamer or railroad trains is left behind, once read, with no feeling of possession. For a book is seldom reread. There seems to be something ephemeral, impersonal about it. Its binding even is impersonal, ready-made. It is a far cry from this standard cover, which is used by all, to the very individualistic binding which is more apt to be the rule in France.

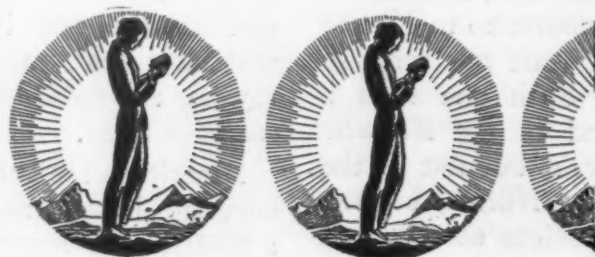
(To be continued in *The Publishers' Weekly* of September 17th)

Rental Library Book Jackets

*Their Possibilities for
Advertising the Library Are Not to Be Overlooked*

WHEN a book goes out of a rental library does it become merely a book or does it remain the rental library's book? This is not, as it may sound, a question of ownership but one of word of mouth advertising. In other words do the customers speak of reading "a book" or "a book I got from Glover's rental library"? For that constant mentioning of the library accomplishes that which every advertising scheme in the world attempts; it brings that library to mind by a simple process of connotation the instant a rented book is mentioned.

Labels in books have never done much to place the book, for the examination is generally too casual, often not getting beyond the covers. There is however a fairly sure medium, the special book jacket. Many libraries have adopted them, some of them using very attractive and appealing ones, others those that are not so much so. One of the most successful is that used by the Doubleday, Page Bookshops, Inc., a section of which is reproduced on this page. The design, the figure reading against the background of space and light, is by Rockwell Kent. It was done by him especially for the bookshop letter heads and is a thing to be



RENTAL LIBRARY
of the
DOUBLEDAY, PAGE
BOOK SHOPS
INC.



*Jacket of Rental Library Books with designs
by Rockwell Kent*

proud of and used again and again until it definitely connects itself with the shops. When the jacket is placed around the book the section reproduced here covers the front of the book and repeats itself on the back, while the same lettering and two of the designs run down the backbone as would a title. The effect is further enhanced by the printing of the designs and lettering in blue or green against a cream background.

The Doubleday, Page Shops jacket as a whole is perfect and at the same time it suggests any number of variations other shops might use to attain originality. The

inner flaps of this jacket are made good use of and they should always. In this instance they describe the shop, list other shops under the same incorporation and put forward its statement of friendliness towards the reader. The possibilities of these slender margins of type are unlimited. That it accomplishes its purpose we know for only this morning our eye was caught by one in a quite crowded street-car. That is its real purpose, to arrest attention. The protection of the book has much in its favor but the polite acknowledgment to a waiting world that this book is from Somebody's Rental Library has everything.

Number "07"

The Year's Most Hectic Season in a Department Store

Amy Beach

ON November first I achieved the desire of my heart and entered the bookshop of a Department Store as one of the holiday staff.

"Be here at a quarter of nine and go to the employees' entrance. Say 'Bookshop' to the man at the door." I had never seen that "employees' entrance." It was there, with two guards in attendance, one in a cage and one without. They both surveyed me keenly. The one in the cage asked, "What number?" I said, "Bookshop." The one outside nodded, and I was allowed to go up in the elevator.

The counters on the first floor were shrouded in blue denim; flitting, dark forms with dusters in their hands were appearing from remote places. In the bookshop, all was action. Everyone was dusting books. Slam, slam! all over the place. Boys from the stockroom were bringing up armfuls of books piled higher than their heads. And there were arguments. Some one was insisting that she always found her coat on the floor of the locker, and a fur coat instead hung on her nail. She did not intend to have her coat thus insulted; she might not be able to afford a fur coat, but she wouldn't be insulted. The wrapping girl was being instructed to look for errors on the new clerks' sales slips; and the blasé little French girl was being shown how to dust books. Later in the day, as we went up in the elevator to the school on the top floor to learn the policy of the largest department store in the Middle West, she remarked to me, "Don't let this scare you; it's all dead easy when you know how." We were in the schoolroom two hours. I went in a part of the everyday world, a human being, somewhat like other people. I came out a "sales-person," sexless, egoless, wearing no hat in the store, accountable to innumerable heads. And I had a number—"07."

And something had happened to the rest of humanity: they were now customers. All sorts of customers, taken for granted to be all sorts—the Impatient Customer, the Customer-Hard-to-Please, the Snobbish Customer, the Customer Just-Looking. But there was only one thing demanded of the numerals—unfailing courtesy. This included, of course, interest, love of customer-humanity, patience!

The next day we learned about sales slips. They were various. It was when put to the test that one learned how full of errors a sales slip, made out by a new sales-person, could be, and how a silly little error could shake the rock-like system of the department store to its foundation. For the first week, some head from somewhere was paging "07." I believe I shook that organization oftener than any sales-person had ever shaken it. The girl at the wrapping desk was serenely planning whether she'd buy a dyed muskrat or a beaver coat, for I had five errors in forty minutes, and at five cents an error, if I kept on, almost any wrapping girl could afford a fur coat! She even nasally asked me for suggestions. I told her, haughtily, that I was interested in Russian sable. "Well," she remarked in her natural cockney, "if you'se keep on, w'y I kin 'ave anything over a million dollahs!"

Her irony stung me. I had been paged so often, had made so many blunders, even trailing a package of books with an overcharge price to the delivery wagon in the alley, that I was ready to quit. Then, suddenly, all came smooth. The little French girl was right—"It was all easy when you knew how," and the wrapping girl had to content herself with a fur collar. "Heads," from now on, had confidence in my slips: they barely read them when asked for an O.K.

I will pass lightly over my training in

the Boys' Book section. Needless to say, I made mistakes there as well, was roundly scolded, but emerged at length partly trained for the Christmas Rush. The whole bookshop was gathering itself together for this acute condition. My excitable little superior often wore the haunted-air look of Edgar Allan Poe—and her reiteration was, "What'll you do in the Rush if you let folks put books back *anywhere?* They *must* be in their places."

I never enjoyed anything like that Christmas Rush! It was upon us suddenly. The extra wrapping desk was ready just in time, and the new wrapping girl installed, when they began to come. I can still recall those first leisurely ones, the early shoppers.

There was the charming old lady who wanted Anatole France in the French, and who had "crossed" forty-eight times. The one who liked to watch the sparks as the snappy modern fiction crackled in her fireplace, and who proposed a book correspondence with me, mistaking "07" for an individual. She did not know that "salespersons" are not allowed to correspond with customers. All correspondence is attended to by "48" in Room 17 on Floor 10!

Crowds of customers! And the wrapping girl at our end no longer had time to dip into "The Sheik's Return" between sales. "You'se girls'll drive me crazy! One at a time!" she would yell. There was always a line of clerks waiting with books to be wrapped, and several customers besieging a clerk at once: "Oh, please wait on me, I have to catch a train!" "What can you suggest for a bright boy of eight, for a brilliant boy of fourteen, for a bloodthirsty lad of twelve, for a precocious girl of ten, for a sensitive girl of twelve who cries and has nightmares after reading Russian folk tales—her parents are escaped Russian nobility, father was a Russian Prince, and now drives a taxi!"

"Oh, please, *I'm* next! That lady crowded in ahead of me! I *must* catch that train. I was two ahead of you! I certainly shall report her if she waits on you first."

Each day it grew more congested. With difficulty we edged thru the crowd to waiting customers. The men began to come to buy. They bought quickly and got out. But

some were perplexed. I remember approaching a harassed-looking man to say, "Can I do anything for you?" He looked up at me dully, "My God, young lady, I wish you could."

And still they came. The bookshop was as crowded as a New York subway at fifty-three, and customers helped themselves. As fast as my fingers could go I wrote sales slips, throwing out a suggestion here and there as I wrote—"Oh, yes, just the thing for a girl of fourteen." "No, too young for a boy of twelve. Try the 'Cruise of the Cachalot' for fourteen . . . 'The Saga of Billy the Kid' or 'Daniel Boone' for the bloodthirsty boy . . . Oh, *no!* 'Galahad' is not a juvenile—not Erskine's. You'll find it among the adults."

"The Old Testament? Ask that tall young man," I directed. She approached him. "I would like the Old Testament," she said. He looked puzzled: "The Old Testament?" "Who is it by?" "I don't know," she said, her eyes twinkling. "The Bible!" I prompted. "Oh!" he ejaculated. "I didn't get you. Just sold a copy of 'The Old Soak' and must have been thinking of that."

The store was now open until six. The Saturday before Christmas was the Difficult Customers' Day. Books were being reported not arrived and exchanges had begun. Auntie and mother, shopping at different stores, had duplicates, and wished to exchange. Every one was in a hurry. People were cross because books they wanted were sold out. Books ordered had not arrived. It was the last real shopping day. Aching feet, rasped nerves, emptied pocket books all told on the spirit of the place. Even the lady who wished to exchange "Jurgen" for one of Ethel M. Dell's books hardly made the clerks smile.

The next week, with its few days preceding Christmas, was comparatively dead, mostly men buying books, little excitement. They either knew what they wanted or left the decision to whoever was serving them. The whirlwind was over, but it took all of Christmas day and the Sunday after to remove the aches—hot witch hazel, rubbed well in, filled the room with its soothing odor. Out of doors were automobile parties singing carols, radios singing carols, church bells chiming carols—"O Come Let Us Adore Him!"

In the Book Market

SHERWOOD ANDERSON has been discovered by Germany. The bookstores in the German cities are displaying his work and his photographs and the literary periodicals are most cordial in their welcome of his books in translation. They are issued by the Insel Verlag of Leipzig and it is rumored that H. L. Mencken has had something to do with it all. The news of the situation comes from



Sherwood Anderson

Harry Hansen who has just returned from abroad. "Some of the comment on 'A Story Teller's Story' surpasses the most enthusiastic praise ever written by one college chum on another college chum's book," writes Hansen. "But no one can accuse these foreign reviewers of having a debt to pay or an axe to grind. They are far removed from the author and welcome him as a new white hope." The other three who with Anderson find a new and growing audience in post-war Germany are Shaw, Galsworthy and Conrad. ❀ ❀ ❀

George Macaulay Trevelyan was recently appointed by the King, Regius Professor of Modern History at Cambridge, the Chair founded by George I. Among those occupying Chairs have been Thomas Gray, author of "Elegy in a Country Churchyard"; Charles Kingsley, author of "Westward Ho"; Lord Acton and Professor Bury. George Macaulay Trevelyan is a nephew of Lord Macaulay and grandson of Mrs. Humphry Ward. His "History of England" published last year by *Longmans, Green* became a best-seller in London. ❀ ❀ ❀

Alfred A. Knopf arrived in New York last week after being abroad since the middle of May. In Germany he saw Oswald Spengler, whose second volume of "The Decline of the West" he will publish some time next year, and, visiting Thomas Mann, he arranged for the translation of Mann's new book, a collection of short stories, "Children and Fools." In France he saw, among others, Claude Anet and André Gide, whose novel "The

Counterfeiters" will be published in October. In England Mr. Knopf had visits with Ernest Newman, Storm Jameson, F. Tennyson Jesse, J. S. Fletcher, G. B. Stern and Warwick Deeping. The latter's new book "Kitty" will be published in October. It remains to be seen if it will place itself on the best selling list as did "Sorrel and Son" and "Doomsday." To have it join them, making three

Deeping best-sellers at one time, would certainly be a triumph. ❀ ❀ ❀

At the time that this issue is thrust into the hands of the press-boy it is undecided when New York will see "Revelry," Maurine Watkins' dramatization of Samuel Hopkins Adams' book of the same name which *Boni & Liveright* published last year. "Revelry" has been playing in Philadelphia and was withdrawn this week after Judge James Gay Gordon, Jr., in a decision on a bill of equity, had refused to issue an injunction against the play but had denounced it as "false, base and indecent and slanderous of the dead." The withdrawal of the play prevented possible action by the police. There was some suggestion at the time of the withdrawal on Tuesday night of hastening the play's New York opening. If this is not done the play will come to town on Monday night, its original opening date. ❀ ❀ ❀

Barbara Young, whose readings from her own poems and from the work of other poets has been a feature at her shop in the Hotel Brevoort, in New York, is to publish her first volume of poems in October. It will be issued by *Revell*. ❀ ❀ ❀ Daniel Bell Leary, Ph.D. of the University of Buffalo, has written a psychological study entitled "That Mind of Yours" to be published by *Lippincott*. It is a book written for the lay mind, written for the man in the street to enable him to find out something about his mind and how it works. It will be published in a compact volume next month.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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15 cents a copy

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

A Frenchman Views Us

EDOUARD CHAMPION, publisher and son of a publisher, who visited America last fall, traveled among American bookstores, libraries, visited American universities and studied as an alert French publisher would, the general methods and practice of American publishers, booksellers and libraries. His comments on our conditions were published in *La Revue des Deux Mondes* a short time ago and are now reprinted in translation by arrangement with the author in this and the following issues of the *Publishers' Weekly*.

The American booktrade will find his comments decidedly worth reading. We do not often find ourselves examined by so competent and interested a critic. His chronicle is friendly but suggestive, and enables us to see thru another's eyes our "palatial" bookstores, our "sacrosanct" best-sellers, scientific book publicity, etc.

M. Champion is a distinguished publisher of learned books, especially in the field of the humanities, and of many volumes of important literary research, and of *La Revue des Bibliothèques* and other learned periodicals. He is the son of Honoré Champion, also publisher of great distinction, and brother of Pierre Champion, authority on 15th Century France.

Let There Be Light—and Color

SUPPOSE, for the sake of illustrating a point, that a whole season's books should be put out in uniform style. That, by agreement, all twelvemos be made of similar measurement, if not of equal thickness, each from a common font of type and bound uniformly in a blue cloth of unexceptionable character; and that the octavos be made similarly uniform in maroon. How much, how very much of the thrill of the fall season would slip away! The *book* is the thing, of course, and it is the text that counts but still,—we should all miss the exhilaration and stimulus that come from seeing the gay and colorful volumes emerge from the bundles or make their appearance on the counters. Theoretically it should be the title and author that make us pick up a volume to examine and possibly to read thru, but practically our hand most often goes out almost unurged to the volume whose appearance has caught the eye and we linger with the book whose physical blandishments make it hard to put it down. For our own part we revel in the modern book jacket. Every new book as published comes to the office of *Publishers' Weekly* and the cord is hardly cut on the morning's packages before we feel an irresistible desire to go over to the bright row, caught by the lure of design and color.

No, let us never have uniformity and never let us, except by evolution, dispense with our book jackets. They have made the busy book season an even more enjoyable time.

Second Week

THE GRAPHIC ARTS EDUCATIONAL EXPOSITION

*held only once in five years remains
open until Saturday, September 17,
at Grand Central Palace, Lexington
Avenue, New York.*

*Every bookman will find time spent
there of the greatest value.*

All That's New in Printing

THE long heralded educational exhibit of printing and processes of printing at the Grand Central Palace opened on Labor Day with a record attendance, and the variety and value of the assembled material will undoubtedly make the occasion a landmark in the progress of the American printing industry.

The main floor is largely given up to machinery, and almost every process can be seen in its performance. Modern presses of every kind are demonstrating their efficiency and speed—four color process, offset work, engraving, type founding, all in carefully arranged displays and with expert guidance.

The upper floors are given to printing shop equipment and the printers' own displays. This is supplemented by important educational exhibits, such as the Graphic Arts Gallery under the direction of Henry Lewis Johnson, with material passed on by the juries of the American Institute of Graphic Arts. The Institute itself has a large space showing the Fifty Books of 1927 and the most recent exhibit of commercial printing. The Metropolitan Museum has a stimulating display on design as applied to printing. Books on modern printing are shown by the Marmor Book and Art Shop of 832 Sixth Avenue, and the American Type Founders Company of New Jersey is showing some of the very valuable books from its special collection.

In the Graphic Arts Gallery the exhibits from abroad are attracting special attention, the German printing being under the care of Dr. Rudolph Wolf of Frankfort, and D. Stempel, general director of the famous Type Foundry at Frankfort, was among the early guests. Exhibits of France, Italy and England are also shown. George W. Jones, dean of English printing, is also renewing his acquaintance with many American leaders in typography.

In the exhibits of machinery, speed, exactness of execution and color methods are of most interest to the visitors. Many new self-feeding principles add a magic touch to the quick handling of paper. Methods of make-ready are demonstrated, as a rapid press might lose all its time-saving element if make-ready required extra preparation. Color is being more and more

demanding, and new methods of reproducing it in a satisfactory way are everywhere shown. Especially interesting are the various methods of using color inks, which give the dull surface printing so delightful to the eye.

Even the commercial shows have not forgotten books, as in the big linotype building, erected like a miniature factory on the main floor, where there are examples of the fine book work which can be turned out on a linotype machine.

More Reviewing of Children's Books Needed

THE number of people who are interested in children's reading is steadily increasing, but the amount of reviewing which the new children's books receive, does not. No area of established literature has been more thoroly evaluated than children's books, but the books of the day, including scores of stories which will provide good material for the boys and girls, still get inadequate week to week attention. Booksellers and librarians, teachers and parents want to find competent estimates of the current story books and such estimates for any considerable proportion of the year's books are hard to find.

As the fall comes on, those weeklies that give intelligent attention to book reviewing experience more and more pressure on their space, the number of books to be reviewed increases and the amount of advertising carried also swells. It is setting a difficult problem for these papers to urge that they find space for two columns a week for reviews of the new children's stories, but it is a service desired by many who are the constant readers of book pages.

Of the papers of last week *The Saturday Review* listed 32 new books and two reviews; "*Books*" has a careful full page review, with illustration, of "The Trade Wind," the Beacon Bookshelf prize story; *The Times Book Review*, one illustrated review of Calvert's "Secret of the Wild" and 26 titles listed.

So far, so good, but more is needed judging by the comments we hear. More papers should expand in this field. Perhaps the steady readers of reviewing mediums, the one who turn expert opinions to everyday use, might more frequently write to the editors if they see a real need.

The Cost of Scientific Books

THE editor of the *Quarterly Review of Biology*, Dr. Raymond Pearl of Johns Hopkins University, published in that periodical a survey of the cost of books on biology as published during 1926, 300 books which were studied and reviewed in that periodical, and divided the books into seven classes:

First, books published in the United States, which would naturally include the majority coming to their attention.

Second, books from German publishers. In comment on this group, he says, "There has grown during the year a strong feeling in the editorial office that German publishers of scientific books, as a class, are distinctly more wide-awake and enterprising in their attempts to secure a world-wide distribution of their product than are the corresponding groups in other European countries."

Third, English-American books, books that are manufactured and published in the first instance in England by publishing houses which have branches under their own name in America.

Fourth, English books, volumes published only in England, priced in shillings and available in America by direct importation.

Fifth, French books.

Sixth, other countries.

Seventh, United States Government publications.

Books for free distribution are eliminated. Government publications are, of course, priced on a different scale, as is explained, from books by commercial publishers. The editor notes that book buyers "would be amazed at the number of books which are distributed by their publishers without any indication whatever, on either book or wrapper, as to what it is proposed to charge for them. Not infrequently it takes two or more letters to extract this information from a reluctant publisher. Just why they are so set on keeping the matter secret is impossible to say."

The table as worked out by Professor Pearl for these books shows the number of pages in the books, the total list price, and the price per page. The prices on the books from England do not include duty. In estimating the cost of foreign books, the current exchange this last winter was used. "Making due allowance for the fact that the majority of the German prices included in the table are for books in paper covers, it turns out that the scientific books in the field of biology received from Germany during 1926 cost almost exactly the same per page as those turned out by American publishers. . . . Perhaps German books ought to sell lower than those published here because of generally lower labor costs in Germany, but there are other complicated economic factors which enter into the case."

Origin	Total Pages	Total Cost	Price per Page
			cents
English-American	7,938	\$122.65	1.55
Other Countries	1,799	27.13	1.51
England	5,423	69.48	1.28
United States	43,049	480.87	1.12
Germany	16,431	179.23	1.09
France	5,306	18.42	0.35
U. S. Government	2,629	8.25	0.31

A Proposal for a Rental Library Organization

HARLOW ROSS of Duluth is writing to rental libraries over the country announcing that he is organizing a service for them under the name of the "National Association of Rental Libraries." So far as the 16-page booklet describes the work, this is a commercial service and membership goes to those who pay for the service at \$25 per library. For this fee the organization, which has been conducting a rental library in Duluth for the past year, proposes to establish a working organization with headquarters not only in Duluth but also in New York and Chicago.

The booklet, dated August, 1927, and headed "The Strength of Union," describes the growth of the circulating library movement in this country and offers to those who will subscribe to the proposal, first of all, a purchasing service. This service, it promises, will save the average library about 10% on its current costs, and, as an example, quotes the fact that a \$2 book now perhaps costing a library \$1.40 could then be purchased for \$1.26.

The second proposal announces that the organization will endeavor to supply books in special binding and states that it is entering into negotiations with publishers for that purpose. This proposal is based on their estimate that ordinary trade binding will stand about 20 rentals, while to make the library more profitable there should be 40 to 50 rentals per book.

A more novel program is that of guaranteeing the circulating popularity of the books purchased thru the National Association. It is stated that rental libraries have difficulty in picking books that will circulate well, and that their buying service will guarantee the steady circulation of the books they sell or else the book may be returned and the price credited. The next novel proposal is that, to prevent a theft of books, the organization says it will undertake a credit service and maintain a legal staff to help recover books that have been misappropriated. A still further effort on the part of the Association to save its members money will be to provide insurance against the loss of books, and they propose to plan an insurance policy which can be

had for a few cents, but full particulars of such a proposal have not been announced.

In the direction of improving business, the Association proposes to outline for each member plans for publicity and to have an advertising staff that will analyze local needs and supply suggestions. Furthermore, they propose to conduct a national advertising campaign on behalf of members, all members to bear the insignia of the "N. A. R. L.," (National Association of Rental Libraries) which only members are allowed to use. The slogan of the organization in its publicity will be "*The sign of a better book.*" No proposed uniformity of method is suggested for the conduct of libraries, but the organization says it has laid plans for a national magazine dealing with the problems of the rental library and giving reviews of the latest books. In conclusion, they say that the cost of \$25 is to enable them to evolve a standard service to cover all these points.

As far as the organization is known in the booktrade, little information is available except that the booklet has been received by many. The National Association of Rental Libraries, judging from its booklet, is not an association in the ordinary sense of the term but a proposal for a service to be sold at \$25 a year.

Irish Copyright Law

THE government of the Irish Free State has put into operation the parts of the Irish Industrial and Commercial Property Act which deal with copyright. Full particulars of the Act have not yet been received. The term for copyright will be limited to the life of the author and fifty years after his death. "The right extends to every original literary work, if published first in the Free State, and, in the case of unpublished works, if the author was at the date of the creation of the work a citizen of the Free State or resident therein."

Discussions in the spring indicated that the Free State was considering passing an act that would not allow copyright to citizens of countries not members of the International Convention unless the books were manufactured in Ireland, thus patterning on the American law. Word has not yet been received as to whether this feature has been embodied in the act as passed.

An A. B. A. Page

News and Notes of the American Booksellers' Association

Ellis W. Meyers, *Executive Secretary*, 25 West 10th St., New York

Saving More Pennies

IT seems that it is possible to learn a great deal in a little time. Because of our experience and the good reputation of the Clearing House service, four publishers, the John Day Co., the Wm. Morrow Co., Macy-Masius and the Unicorn Press, have placed their stockrooms and shipping departments under our supervision, in the same building as the Clearing House and the executive office.

Since we have been shipping for publishers we have learned a number of things about poor routing for in many instances the orders from booksellers are bearing definite shipping instructions and oftentimes these shipping instructions are either carelessly given or the routing is what it is because of a lack of knowledge of the best and least expensive methods to get books to the bookseller's city. After having seen a number of such orders we have begun to pay more attention to books shipped to the Clearing House by out of town publishers, to find out how *they* do the job. (West Coast accounts, who take books by freight, order Philadelphia and Boston publishers to "Deliver to Clearing House" just as they do New York publishers.)

During the last week we received a twenty pound package from Boston by express, charges sixty-something cents. By parcel post that package could have been sent for twenty-seven cents in about the same time. We have also received parcels by book express that should have been sent by ordinary express and parcels by ordinary express that should have been sent by book express. Orders to our four publishers are oftentimes marked "Ship by Acme Fast Freight," when they are so small that ordinary or book express would be not only faster but a great deal less expensive. Some of them are marked ship by express, when parcel post is less expensive, and vice versa. These are only a few examples. We have seen orders requesting express shipment on

books that were not to be on sale for four weeks, when the parcel might just as well have gone by freight at probably one fourth the cost of transportation.

That there is a great waste and that thousands of dollars are being spent unnecessarily each year is very obvious. This is due, for the most part, to ignorance of the various ways of routing books and, while some of it is just carelessness, there is little or no doubt that these thousands of dollars may be saved by the trade if the booksellers and publishers will but realize what is happening and take a little time to study this apparently unimportant detail of the business. The Executive Office wishes to place its knowledge at the disposal of the trade, and will be happy to answer any questions or study the immediate problem of shipping to any definite point in the country. Booksellers, whether they be Clearing House "prospects" or no, are cordially invited to take advantage of this offer.

* * *

The publishers at the Consolidated Warehouse have given *carte blanche* in the matter of shipping. Unless the bookseller has given definite instructions the speediest and least expensive routes are used. The warehouse accounts are quite pleased with this service and we offer them as references to those publishers who may be contemplating moving in with us. Incidentally we have cut shipping room, shipping and delivery costs for each of our accounts.

* * *

Booksellers continue to be interested in the Clearing House and our list of subscribers grows daily. And why not? We have been saving money for them. One writes us to say that he has saved about twenty-five dollars a week for some time. Are you interested in saving money? If so you should use the Clearing House.

Net Books and Libraries in England

Government Report Analyses the Discount Situation

THE government Department of Education in England has just printed a report on the problems of the public library legislation, and part of this as it relates to the net book system has been reprinted in the English *Publishers' Circular* and is herewith copied. A committee of nine was appointed to make a study of the situation in October, 1924, the chairman being Sir Frederic G. Kenyon. The full report is obtainable from His Majesty's Stationery Office at the price of 6s. net. As the *Publishers' Circular* points out, this is 6s. *net*, as the government has now for some years officially recognized and adopted the net book system.

The Report contains a great deal of matter of interest to bookmen, but the main features of it are, of course, of specialized administrative value, but the section dealing with the Net Book System and the question of special discounts to Public Libraries is of particular interest to our readers. There have been many arguments on this topic, but this is the first time that an independent committee, representing neither publishers, booksellers, nor libraries, has summed it up in general terms. The paragraph numbers are those referring to this matter in the Report.

Special Terms for Library Purchases

Par. 608. A controversy, sometimes rather acute, has long existed as to the right of the public library to receive special terms in the form of discounts, from booksellers. It is a controversy on which not all librarians, and not all booksellers, take the same side; but it is probably fair to say that most librarians are in favor of the claim, that many publishers have no objection to it, but that the majority of retail booksellers are definitely opposed to it.

Par. 609. There are plausible arguments on both sides. The libraries contend that they are very large purchasers, and therefore deserve some consideration. They

are regular purchasers and punctual payers, in conjunction with whom there are no bad debts. Their purchases render possible the publication of valuable books of an expensive character which otherwise would not be assured of sufficient support. Many of them, which have branch libraries to provide for, buy a considerable number of copies of a single book. The books they order are for immediate delivery, and therefore make no demand on the bookseller's shelf accommodation. They are large customers, good customers, regular customers; why should they not be allowed a discount on their purchases, just as the retail bookseller is allowed a discount by the publisher?

Par. 610. On the other hand, it is argued that the public library is not a wholesale purchaser as the bookseller is. Even the largest public library does not order as many copies of any single book as any important retail bookseller does; and most of them only order single copies. As much trouble, therefore, broadly speaking, is caused and as full services rendered, for each book they order as in the case of the private buyer. In some respects there is more trouble, since the libraries often require that books be sent on approval, many of which are returned. The bookseller must have a discount on the published price of a book in order to allow him to pay his expenses and earn his living. The public library has no such need. The granting of such a concession would not bring the bookseller a penny more; for the public library has only a fixed sum to spend. The only result would be that the library would obtain more books for the same money. The bookseller would make no more profit, but would incur more trouble, since there would be more books to handle. Why should he be expected to make this gratuitous gift to the public?

Par. 611. To the publishers, however, who are the third party in the case, the

argument that more books would be bought makes some appeal; for the more copies of a book they can sell the better for them. On the other hand, having with much trouble brought the booksellers to accept the net agreement, to which they attach great importance, they have qualms about admitting exceptions to it, and, consequently, they are unwilling to put pressure on the retail booksellers to accept the change. A recent conference between the parties concerned reported that it did not seem possible to make any change in the existing arrangements.

Par. 612. The question is one much of which must, on the whole, be left to the parties to decide among themselves, like other commercial questions. There is, however, one consideration which has not yet been mentioned. This is, that it appears to be notorious that evasions of the existing rule are in fact practised to a considerable extent. Booksellers themselves offer arrangements to public libraries, which amount to evasions of the net book agreement, and public libraries in some cases avail themselves of them. This practice raises problems of a moral character which had much better be avoided. It is infinitely better that there should be some accepted and legitimate agreement than that any opening should be left for imputations on the good faith of either librarians or booksellers.

Par. 613. Our general conclusion is that it would be to the interest of both bookbuyers and booksellers if an agreement could be arrived at whereby some concession could be allowed to libraries or groups of libraries making purchases exceeding some fixed amount in the year. It is clear that the libraries cannot equitably demand a discount equal to that granted to the retail bookseller; but it is also clear that the value of their purchases, the regularity of their payments, the possibility of forecasting their requirements, and the full information which they can (and should be required to) give in connection with their orders, constitute them customers of a profitable character, and entitle them to some consideration. The library which spends only some £10 or £20 a year on purchases is no better customer to the bookseller than many a private client, and may give quite as much trouble; but the same

cannot be said of libraries whose purchases amount to several hundreds or even thousands of pounds, or of libraries which, like the county libraries or the large urban libraries with many branches, require a considerable number of copies of the same book. We should be glad, therefore, to see an arrangement (the details of which must be left to expert negotiators on either side) which would benefit the libraries (and therefore the general public) by enabling them to increase their acquisitions of books, while the trade would gain by the elimination of practices which are at best open to suspicion and criticism. Incidentally, the authors, who are no unimportant element in the production of books, tho their interests are apt to be forgotten in book trade discussions, would also profit.

"We give these extracts," continues the editorial in the *Publishers' Circular*, "because the fact that the Committee has dealt with the matter gives it importance. Of course we hope that nothing will injure that great sheet anchor of the book trade, viz., the net book system."

American Income Increases

Figures showing the increase of buying power in the United States have been released by the National Bureau of Economic Research. The American people have a total income of \$90,000,000,000 today, the Bureau says, which is forty-three per cent. more than in 1921, and averaging \$2,000 a year for every employed person in the country. This is more than double the figures in 1909.

The Best of a Bad Bargain

L. H. Endacott, of Manhattan, Kansas, missed a copy of Harold Bell Wright's, "God and the Grocerymen," and ran the following ad in the Manhattan paper, which sold more books for him than a half page ad would have done:

To a Thief

The person who stole a copy of Harold Bell Wright's "God and the Grocerymen" from our store Monday is not known. We don't know who you are and care less. We only ask that you read the book with the hope that it may reform you. If it does not, we suggest that the next time you are in our store you steal a Bible.

Book Buying and Book Borrowing

Discussed by H. G. Wells

H. G. WELLS, who may be relied on to have valuable ideas in any field, has been interviewed by the editor of *The Book Window*, an interesting house organ which the famous bookselling firm of W. H. Smith & Sons of London have just started. Some of his comments on the problems of book buying as an English author sees them will be of interest to the American trade. There is emphatic indication that Mr. Wells, as is the case with many other commentators on English conditions, deprecates the predominance of the circulating library as the main distributor of new books.

"Exactly what is the object of *The Book Window*?" asked Mr. Wells.

"To foster and develop the reading and possessing of books."

"Then your first problem is to devise means of destroying the pernicious habit of book borrowing. There is a deep-rooted idea in the ordinary English mind that it is extravagant and wrong to own books. That had its origin in the social conditions of more than a century ago. Then the world only existed for highly prosperous people. Go back a hundred years, and you will find that there was no furniture made except for the prosperous classes. Everyone else had to be grateful for second-hand. The middle and lower classes were obliged to furnish their homes with articles bought at sales. I remember that in my boyhood all the furniture at home had been bought second-hand. And that state of things continued until an enterprising provincial business man had the idea of making furniture specially for the less prosperous classes. He meant a kindness and he made a fortune. From that initiative developed the vast industry of furniture for the middle classes represented by the activities of Tottenham Court Road."

Perhaps Mr. Wells detected a note of interrogation in the eyes of the interviewer.

"You are wondering what this has to do with books? Everything. As with furni-

ture, so with books. Books were published for the prosperous classes at high prices. In less prosperous homes there was probably a copy of the Bible bought from a colporteur, but little else. A book was supposed to last for ever and be read and read again. So as the taste for reading developed there began that borrowing habit which has persisted far too long. There is no longer any need for it. Now that every man has his new Ford and his new furniture, he ought to have his own new fresh books. If they get soiled they should be replaced by new copies. A library needs renewal as often as wall-paper. No one likes stale beer; why should we tolerate stale books?"

The Book Window turned to broadcasting. "Do you share the opinion that broadcasting is a substitute for actual books, and that it will have a bad effect upon bookselling?"

"I do not. Broadcasting may have a useful field before it in spreading a knowledge of music and in cultivating musical taste. An informed talk on a great composer, with examples from his works, must be beneficial. But the study of a serious subject must be done with the actual book before the reader. Plans and pictures and portraits and maps are often essential to the understanding of what is being read, as well as constant reference to the printed page, and listening-in can never be a substitute for these."

"You still maintain your faith in the mission of the serious book, and do not believe it can be superseded by the novel, no matter what form the latter may take?"

"I do. I hold that there is a great future before the serious type of book, non-fiction, scientific and sociological discussion, provided it is interestingly written. It has an increasing public appeal. I have had some experience in the publishing of non-fiction as well as fiction. I have always disputed the idea that fiction was the booksellers' staple. When I brought out 'An-

ticipations" I urged the publishers to regard that book as likely to have a sale comparable with that of a popular novel and to issue it in that spirit. They did not agree. So only 2,000 copies or so were printed of the first edition, and the speedy sales caught them with it out of print in a week or so."

"But what of the novel, Mr. Wells? For example, does the success of *"The World of William Clissold"* portend the return of the three-volume form?"

"By no means. That *"The World of William Clissold"* was published in three volumes is not a precedent of any kind, whether for myself or others. That book was of a special type and called for a special style of publication. Messrs. Benn, the boldest and ablest firm I have ever had to do with on this side of the Atlantic, realized this and decided upon a peculiar campaign for that one book. They made a success that I do not think could be imitated. The three-volume novel is not likely to be revived, nor is it necessary for the novelist. Even when he wants to cover a very detailed and broad view of life, as Galsworthy, for example, has done in the *"Forsyte Saga,"* a succession of separate novels seems a far more convenient form for writer and book buyer alike."

"Then there is the question of the greatest novels of the world. Arnold Bennett, as you may have seen, commits himself to the opinion that the greatest twelve novels have been written by Russians."

"Arnold has his moments," quietly rejoined Mr. Wells, "and he expresses himself with great force and style. I owe him much in friendship and actual assistance. As he insists that I am a damnably careless writer, he will sometimes read my manuscripts, greatly to their benefit. And it is a big gain to have so informed and forceful a critic writing about books as he is doing. But when it comes to the greatest twelve novels of the world, I am afraid I cannot agree with him. I should hate to have to write a list of the greatest twelve novels of the world; but if I were to do so I am certain it would not contain more than three of the books on Arnold's list. For example, altho I am not perhaps so great an admirer of *"Vanity Fair"* as many, I should certainly be inclined to include it among the greatest twelve.

"But novel reading," concluded Mr. Wells in a reflective mood, "should be taken out of the category of a mere pastime. That was all very well in the Victorian days when readers used to allow the story to flow over them in the phases of relaxation. It was a thing so outside themselves that if the typical Victorian novel reader was called suddenly from his book it was usually doubtful if he would be able to give the name of his author. Novel reading then was outside the reader; a thing that had little relation to the reader's own life. Now we are less satisfied with our lives and more in search of suggestion and comparison, novels become a part of life's activities and cease to be a refuge from them. The modern novel that is worth reading is absorbed as part of the reader's self."

New Bookbinding Material Perfected

AFTER nearly two years of experimenting in its laboratories, the Fabrikoid Division of the du Pont Company has perfected a new bookbinding material which it is stated will save two operations in the process of bookbinding and eliminate the mechanical difficulties heretofore encountered. The new material is known as Book-Krakt Fabrikoid. The experiments were made at the request of the Bookbinders' Guild of New York City, who were seeking a bookbinding material that would have all the advantages of the pyroxylin-coated material previously used, without its disadvantages.

With the new material, end sheets stick perfectly with ordinary glue or paste, thus effecting a great saving in the printing and binding trades. Moreover, it can be printed on with ordinary bookbinding ink or stamped with gold leaf or substitute under the conditions of regular bindery practice and with the same drying satisfaction as on any other material used for bookbinding; it can be written on in ink by hand. Where a customer absolutely demands that a job be sized, it is not necessary, as heretofore with leather substitute, to employ a special composition, as ordinary size can be used satisfactorily on the new material.

Advertising Standards Adopted for Correspondence Schools

AT the invitation of the Federal Trade Commission, a very representative group of the principal correspondence schools of the country gathered at Washington and decided on a code of good practice for this field. Among those who attended the conference were the International Correspondence School, La Salle Extension University of Chicago, Carnegie Institute of Technology of Pittsburgh, the Page-Davis School of Advertising of Chicago. The group represented eighty per cent of the volume of business in that field.

The conference was similar to others that have been held, including that of a few years ago of the subscription book publishers under the plan developed by the Federal Trade Commission to make the best practices of each industry common practices of that industry. The discussions and resolutions are interesting as throwing light upon the competitive practices in the field.

Among the methods that the conference decided constitute unfair practices are the following:

Unfair Practice in Correspondence School Advertising

Overstatement or misrepresentation relating to actual or probable earnings.

Overstatement that sets forth demands and opportunities in any vocational field.

To promise or guarantee a job or an increase in pay.

To announce that a certain offer is limited as to time when such an offer is not limited.

To represent an offer as "special" when in reality it is regular.

To use marked up or fictitious prices, offering reductions which are in reality not different from the regular price.

To offer any commodity or service free that is regularly included as part of the course.

To make disparaging references to a competitor or his course.

To make references that indicate that the institution is a plant, factory or shop when this is not the case.

To confer unearned diplomas.

To misrepresent the character and scope of any course.

To give an inaccurate statement of the relationship of members of the faculty, advisory boards, etc.

To claim that personal instruction is given by the head of an institution or department when such is not the case.

To use "Help Wanted" columns for the purpose of getting in touch with prospective students.

To use "blind" advertisements to attract students.

To use superlatives in advertisements except when justified by facts.

To retain students in enrollment when they are absolutely unfitted for the course.

To exaggerate the extent of the building or buildings occupied.

To misuse such pictures as the national capitol, Uncle Sam, etc.

A Standard for Rejections

The letters of Austin Dobson, now in course of serial publication here, says the *New York World*, reveal the extreme politeness with which some of his early poems were rejected by tender-hearted editors, including Anthony Trollope, who even begged him to "forgive me if you do not agree with my decision," but the gentlest handling of the unaccepted stands to the credit of a Chinese editor of pre-revolutionary days.

The rejection slip with which this paragon of editors returned a contribution ran:

"We have read thy manuscript with infinite delight. By the sacred ashes of our ancestors we swear that we never before have reveled in so enthralling a masterpiece.

"If we printed it His Majesty the Emperor, our high and mighty master, would ordain us to take it as a model, and never henceforth to print anything inferior to it. As it would be impossible to find its equal within ten thousand years, we are compelled, tho shaken with sorrow at our action, to return thy divine manuscript, and for doing so we ask of thee a thousand pardons."

Heard on the Boulevards

One Frenchman to another: "I understand Col. Landbear, aviator magnifique, has written a book called 'Oui.'"

—*St. Louis Globe-Democrat*.

Wilbur Nesbit Dies

WILBUR D. NESBIT, well-known after-dinner speaker, died suddenly August 20. He was stricken with a heart attack. His death came but a few weeks after publication of his newest book, "After-Dinner Speeches and How to Make Them" (Reilly & Lee). Mr. Nesbit was also the author of an earlier book, "The Paths of Long Ago," which includes "Your Flag and My Flag," and others of his best known verses. Nesbit has been styled by George Ade "the scrap book poet."

"The Mushing Parson"

DR. S. HALL YOUNG, of Seattle, missionary and author, died at Clarksburg, W. Va., at the age of 80, as the result of being struck by an interurban car. His pioneer work in the Pacific Northwest and in Alaska was the basis of many articles and books. "Alaska Days With John Muir" was issued in 1915; "Klondike Clan," 1916; "Adventures in Alaska," 1919. At the time of his death he was on the way to New York for consultation with his publishers, Revell, on the final preparation for the printer of his manuscript "A Mushing Parson, An Alaskan Autobiography." The volume will now be issued in November.

Famous by Anonymity

At the death of the Countess Marguerite Cunliffe-Owen on August 28th, it became known that she was the author of "The Martyrdom of an Empress," which when published anonymously in 1889 attracted wide attention on both sides of the Atlantic. The Countess was the wife of the late Frederick Cunliffe-Owen, who was in the British diplomatic service. Both of them turned to writing when their fortune was swept away and both of them attained success. According to reports, the Countess learned the story of "The Martyrdom of an Empress" from the Empress Elizabeth of Austria herself. There is every reason to believe this to be true for the Countess was at one time confidante of the Empress.

The Countess published a series of biographies, among them lives of Franz Josef and Kaiser Wilhelm II. These and her novels were published anonymously as the work of "the author of 'The Martyrdom of an Empress'."

Hind—English Art Critic

C. LEWIS HIND, author and art critic, died in London on August 31st, at the age of 65. Mr. Hind was educated at Christ's Hospital after which he entered his father's lace business. He soon, however, drifted into journalism and from 1887 to 1892 he was a sub-editor of *The Art Journal*. He then edited *The Pall Mall Budget* for two years and *The Academy* from 1896 to 1903. His association with the most important authors and artists of England and America provided him material for many extremely interesting reminiscences and anecdotes. He has to his credit 28 books, outstanding among which are "The Education of an Artist," 1906; "The Consolations of a Critic," 1911; "Authors and I," 1921; "Landscape Painting," in 2 vols., 1923 and 1924; "The Uncollected Work of Aubrey Beardsley," "Life and You," "Naphtali," 1925.

Prof. Cook of Yale

PROFESSOR EMERITUS ALBERT STANBURRUGH COOK, who was Professor of English Language and Literature at Yale from 1889 to 1921, died in New Haven, Connecticut, on September 1st.

Professor Cook was born in Montville, N. J., seventy-four years ago. After graduating from Rutgers in 1872 he studied in foreign universities for five years. He was the organizer of the Department of English at Johns Hopkins, where he taught from 1879 to 1881, Professor of English at the University of California for seven years and followed that with his long association with Yale. He was formerly President of the State Teachers Association of California, the Modern Language Association of America, and the Concordance from 1906 to 1923.

Professor Cook was the author of a great number of books, the most important among them being "The Aims in the Teaching of English Literature," 1925; "Cynewulf's Part in Our Beowulf," 1925. Since 1898 he had been editor of Yale Studies in English, which number 70 volumes, and numerous selections from English literature. He further endeared himself to lovers of literature by founding annual prizes in poetry at Yale in 1897 and the University of California in 1909.

Correspondence

48 West 48th Street, Sept. 2, 1927.
Editor, *Publishers' Weekly*:

I am engaged in the collection of material for a volume to be known as "300 Marks & Devices of the Graphic Arts." It will include the most interesting and artistic devices in use at the present time, both in America and Great Britain. The various sub-divisions will exhibit the marks and devices of printers, publishers, book-sellers, private presses, advertising agencies, engravers, lithographers, paper manufacturers, artists and other individuals and organizations in the Graphic Arts.

My plans are to make this book most representative and comprehensive in the various fields enumerated above, and in order to do so it is necessary to reach the largest possible circulation of important concerns in each division.

Good black and white proofs of marks should be sent to Clarence P. Hornung, 48 West 48th Street, New York City, for immediate consideration.

CLARENCE P. HORNUNG.

Good Picture Books at 35c.

Children's Book Store, Los Angeles, Cal.
Editor, *Publishers' Weekly*:

We are very much interested in an article published on page 392 of your issue of August 6th, 1927, in which it appears that there are no inexpensive, well made editions of such children's classics like Little Black Sambo and Three Little Pigs, etc., under a retail price of 50c.

If you really are not acquainted with the Winston books of this series at 35c, we feel that you should look them up and correct the impression given in the article in question.

M. F. MACLIN.

Personal Note

JAMES LEWIS HOOK, who for the past fifteen years has been associated with his father, C. S. Hook of Atlantic City, is now located at 13 South Market Square, Harrisburg, Pa. He will specialize in early Americana and autographic material. His business will be by correspondence only, no store being maintained.

Changes in Prices

THE NORMAN W. HENLEY PUBLISHING CO.
Aviation Engines by Major Victor W. Pagé. Price, \$3.00. Reduced to \$1.25.
Aviation Chart by Major Victor W. Pagé. Price, 50c. Reduced to 30c.
The A. B. C. of Aviation by Major Victor W. Pagé. Price, \$2.50. Reduced to \$1.25.
Glossary of Aviation Terms by Major Victor W. Pagé. Price, \$1.00. Reduced to 50c.

D. APPLETON & COMPANY
The price of "The Poor Little Rich Girl," by Eleanor Gates, has been increased from \$1.75 to \$2.00.

FREDERICK H. HITCHCOCK
The price of "The Higher Spiritualism," by John C. Leonard, has been changed from \$3.50 to \$4.50.

F. S. CROFTS & CO.
Crawley, E. S., and Evans, H. B. Analytic Geometry. Increased to \$2.00.
Crawley, E. S., and Evans, H. B. Trigonometry. Increased to \$1.65.

HARPER AND BROTHERS
Effective immediately, the price of Cavour, by Paleologue, is to be \$5.00 instead of \$6.00.

The price of National Character, by Barker, is to be \$3.50 instead of \$3.00 as announced in the Fall List.

The price of The Secret of Father Brown, by G. K. Chesterton, is to be \$2.50 instead of \$2.00 as announced in the Fall List.

J. B. LIPPINCOTT COMPANY
This price is effective as on August 15th. My Journey Around the World, by Viscount Northcliffe. Increased in price from \$4.00 to \$5.00.

Business Notes

BERKELEY, CAL.—The Davis Student Supply Store has been sold by E. B. Emory to C. T. and J. A. Travis. C. T. Davis is from Evanston, Ill., where he was for many years manager of the book department at Chandler's.

BEVERLY HILLS, CALIF.—Unity Pegues, 6417 Hollywood Boulevard, has opened a branch shop and circulating library at 402 North Camden Drive of which Marian Hunter is the manager.

BRONXVILLE, N. Y.—Mrs. Paul and Mrs. Bristol have opened the Parkway Bookshop and Neighborhood Exchange in the Station Park Building.

BROOKLYN, N. Y.—Jack Frankfort, 255 Utica Avenue, is opening a branch at 988 East 15th Street.

NEW YORK CITY.—The mathematics textbooks formerly published by E. S. Crawley, Philadelphia, are now published by F. S. Crofts & Co., 66 Fifth Avenue, New York.

NEW YORK CITY—Samson Feldman has opened a shop at 1204 Lexington Ave.

WAYNE, PA.—Field and Shaw, Louella Drive and Lincoln Highway, opened about September 6th. Graham Shaw is manager.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo. 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Alden, Isabella Macdonald [Mrs. Gustavus R. Alden] [Pansy, pseud.]

The fortunate calamity. 272p. il. (col. front.) D c. Phil., Lippincott \$1.75

A story for girls of a very modern fairy godmother.

American book-prices current. [v. 32] [lim. ed.] 884p. O '26 c. '27 N. Y., Dutton buck. \$20

A record of books, manuscripts and autographs sold at auction in New York and elsewhere, from July 1, 1925, to July 1, 1926, and of manuscripts and autographs of the season, 1924-1925.

Appleton, Reginald Bainbridge

Euripides the idealist. 226p. (bibl. footnotes) front. (por.) D '27 N. Y., Dutton \$2.50

A study of the great Greek dramatist.

Atwood, William Henry

Biology. 533p. (bibls.) il. diagrs. D (Text bks. in science for secondary schools) [c. '27] Phil., Blakiston \$1.68

Bacon, Mrs. Josephine Dodge Daskam [Ingraham Lovell, pseud.]

Counterpoint. 559p. D c. N. Y., John Day \$2.50

The novel deals with four artists whose lives run at a concert pitch.

Baldwin, May

Kenya kiddies. 284p. il. D [n.d.] Phil., Lippincott \$2

A story of settlers' children in East Africa.

Balfour, Hearnden

A gentleman from Texas. 311p. D c. Bost., Houghton \$2

Humor and mystery combined in this tale of a Texan who matches wits with England's arch criminal.

Barker, Reginald C.

Wild-horse ranch. various p. il. D '27 Bost., L. C. Page \$2

A novel of Arizona.

Batho, Edith C.

The Ettrick shepherd. 245p. D '27 N. Y., Macmillan \$3

Bechdolt, Jack

The wages of peril. 285p. S (Altemus' popular fiction ser.) [c. '25, '27] Phil., Altemus 50 c.

Belloc, Hilaire Pierre

Companion to H. G. Wells' Outline of history. 119p. O '27 San Francisco, Evangelical Supply Ass'n \$3.50

Mr. Belloc still objects. 54p. D '27 San Francisco, Evangelical Supply Ass'n 75 c.; pap., 35 c.

Beman, Lamar Taney, comp.

Selected articles on old age pensions. 431p. (36p. bibl.) D (Handb'k ser., ser. 2, v. 1) '27 N. Y., H. W. Wilson \$2.40

Benner, Guy Percy

By the will of his father. 328p. D c. N. Y., H. Vinal \$2

A novel laid in a small new England village.

Bennett, Arnold

The old wives' tale; new ed. with preface. 621p. D [c. '11] N. Y., Doran \$2.50

Bennett, E. N.

Apollonius, or, The present and future of psychical research. 79p. S (To-day and to-morrow ser.) [c. '27] N. Y., Dutton \$1

American Samoa; a general report by the governor. 142p. (bibl.) il., diagrs. O '27 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. 30 c.

Armbruster, Verona

The red sack; a play for boys. 25p. S c. '27 N. Y., Fitzgerald Pub. Corp. pap. 35 c.

Armstrong, Charles and Parran, Thomas, Jr.

Further studies on the importance of milk and milk products as a factor in the causes of outbreaks of disease in the United States. 84p. (bibl.) diagrs. O (Public health reports, suppl. no. 62) '27 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 15 c.

Averell, Clara R.

Off the main road; a comedy in one act. 19p. S c. '27 N. Y., Fitzgerald Pub. Corp. pap. 35 c.

Baker, Clara Martin

The library and the Joneses [play]. 25p. D '27 N. Y., H. W. Wilson apply

Black, Robert Moffit, and others

A series of eight radio talks on mining, metallurgy, and oil refining. 68p. (bibl.) O (Radio pub'n no. 27) '27 [Pittsburgh, Pa., Univ. of Pittsburgh] apply

Bennett, Florence Mary (Mrs. Louis Francis Anderson)

The garland of defeat. 364p. D c. N. Y., H. Vinal \$2
A story laid in Athens in the time of Praxiteles.

Beresford, Russell, pseud.

Diary; ed. by Cecil Roberts. 256p. D c. N. Y., Doran \$2.50

The diary of a brilliant young archaeologist whose identity is concealed under a pseudonym. He died in January, 1924, at the age of thirty-one.

Bindloss, Harold

The dark road. 302p. D c. N. Y., Stokes \$2

An adventure on the jungle paths of Central America, on which four young men set forth to find a valuable varnish-gum.

Bonner, Mary Graham [Mrs. Eugene Edward Early]

The magic map; il. by Luxor Price. 238p. il. (col.) O [c.'27] N. Y., Macaulay \$2.50

The map of the world comes to life to teach David geography.

Box, G. H., D.D., ed. and tr.

The Testament of Abraham. 124p. (bibl.) D (Translations of early documents, ser. II, Hellenistic-Jewish texts) '27 N. Y., Macmillan \$2

Briggs, Wallace Alvin, comp.

Great poems of the English language. 1526p. O c. N. Y., McBride buck. \$7.50
An anthology of verse from Chaucer to the moderns.

Brokaw, Warren Edwin

Equitable society and how to create it. 374p. S (Current studies) [c.'27] N. Y., Vanguard Press 50 c.

Buck, Charles Neville

Iron will. 354p. D c. Garden City, N. Y., Doubleday \$2
Another story of the Kentucky Cumberlands by the author of "Flight to the Hills."

Buranelli, Prosper, and others, eds.

The cross word puzzle book; eighth series. 124p. D c. N. Y., Simon & Schuster \$1.35
Giving the time in which various celebrities have solved the puzzles.

Busbey, L. White

Uncle Joe Cannon. 406p. il. O [c.'27] N. Y., Holt \$5
The reminiscences of one of the best-known figures in American political life during the late 19th and early 20th century; as told to his secretary.

Busson, Paul

The man who was born again; tr. by Prince Mirski and Thomas Moul. 343p. D c. N. Y., John Day \$2.50
A blending of the picaresque and the supernatural in a tale of a German baron's experiences in the late 18th century.

Cades, Hazel Rawson

Any girl can be good-looking. 203p. D c. N. Y., Appleton \$1.50

A discussion of your type, your clothes, your "self" as evidenced in the way you walk, talk, etc.

Caldwell-Johnston, John

Cantabile; songs and poems. 77p. D [n.d.] N. Y., Dutton bds. \$2.50

Calthrop, Dion Clayton

A diary of an eighteenth-century garden. 127p. il. (pt. col.) D [n.d.] N. Y., Stokes \$2.50

Capuana, Luigi

Nimble-legs; tr. by Frederic Taber Cooper; introd. by Faith E. Smith. 191p. il. (col. front.) D c. N. Y., Longmans \$1.50

The story of a little Sicilian boy who could run so fast that he was entrusted with secret messages for the great Italian patriot, Garibaldi.

Carey, Basil

The dangerous isles. 319p. D '27 [N. Y.,] Dial Press \$2
A tale of pearl hunger and adventure in the islands of the Pacific.

Carpenter, Edward Childs

When your ship comes in; a play in four acts. 106p. D (French's standard lib. ed.) c.'19, '27 N. Y., S. French pap. 75 c.

Carrier, Blanche

The kingdom of love; a text-book for classes in religion [teacher's bk. and pupil's bk. in 1 v.]. 340p. il. D [c.'27] N. Y., Doran \$2

Cellini, Benvenuto

Autobiography; tr. by John Addington Symonds. 403p. front. (por.) O '27 Garden City, N. Y., Doubleday \$3.50

Chase, Joseph

Jimmy, John and Junior, home again. [juvenile fiction] 215p. front. D '27 Phil., Penn 50 c.

Colby, Nathalie Sedgwick [Mrs. Bainbridge Colby]

Black stream. 314p. D [c.'27] N. Y., Harcourt \$2.50
A novel of New York depicting characters thru whose lives the black stream of urgencies and responsibilities flows unceasingly.

Conover, George W.

Sixty years in southwest Oklahoma, or, The autobiography of George W. Conover, with thrilling incidents of Indian life in Oklahoma and Texas. 132p. il. D c.'27 Anadarko, Okla., Author \$1.50

Cooper, Courtney Ryley

Annie Oakley, woman at arms. 270p. il. D c. N. Y., Duffield \$2.50
A biography of one of Buffalo Bill's performers, who became known the world over for her skill as a marksman; introduction by Will Rogers.

Cowling, George Herbert

Chaucer. 231p. (4p. bibl.) il. D [n.d.] N. Y., Dutton \$2
A study of Chaucer's life and work.

Clayton, H. Helm, ed.

World weather records, collected from official sources. 1205p. O (Smithsonian misc. coll., v. 79) '27 Wash., D. C., Smithsonian Inst. pap. \$3.

Curley, Sister Mary Mildred

The conflict between Pope Boniface VIII and King Philip IV, the Fair. 214p. (4p. bibl.) O '27 Wash., D. C., Catholic Univ. of Amer. apply

Crandall, Edna M.

A curriculum of worship for the junior church school; v. 3; introd. by Luther A. Weigle. 371p. D [c.'27] N. Y., Century \$2

Cureton, Elizabeth, comp.

Beautiful thoughts for the new day. 240p. D [c.'27] Bost., Christopher Pub. House \$2

Curtis, Christine Turner

Amarilis. 86p. D c. Garden City, N. Y., Doubleday \$2

The poetic tale of a young girl who joins an artists' colony at Monterey and there falls in love and finds her soul.

Daingerfield, Foxhall

The silver urn. 231p. D c. N. Y., Appleton \$2

A mystery story with a southern setting, by the author of "Ghost House."

Davenport, Cyril James Humphries

By ways among English books. 200p. il. D [n.d.] N. Y., Stokes \$3

An English bibliophile describes many interesting and curiously bound books.

Davis, Elmer Holmes

Strange woman. 293p. D c. N. Y., McBride \$2

A novel presenting the problem of a woman of forty, whose children are grown—what is her future to be?

Dixon, Franklin W.

Over the ocean to Paris, or, Ted Scott's daring long-distance flight. 220p. front. D (Ted Scott flying stories) [c.'27] N. Y., Grosset 50 c.

Downing, Charles H.

The reckoning. 266p. D c. Los Angeles, Gem Pub. Co. \$2

A novel concerning air defense and politics on the Pacific coast.

Dunn, Norah E.

The adulteress [novel]. 195p. D [c.'27] [Elberton, Ga., Author] \$2

Eames, Emma

Some memories and reflections. 319p. il. O c. N. Y., Appleton \$5

The autobiography of one of America's greatest singers. With an introduction by William Lyon Phelps.

Eliot, Ethel Augusta Cook [Mrs. Samuel Atkins Eliot, jr.]

Storey Manor. 246p. front. (col.) D '27 c.

'26, '27 Garden City, N. Y., Doubleday \$2
A mystery story for girls.

Euripedes

The Cyclops; ed. by D. M. Simmonds and R. R. Timberlake. 108p. front. T (Cambridge elementary classics) '27 N. Y., Macmillan \$1

Eusebius

The ecclesiastical history and the martyrs of Palestine; v. 1, tr. and ed. by H. J. Lawlor and J. E. L. Oulton. 418p. O '27 N. Y., Macmillan \$3.50

Faris, John Thomson

Nolichucky Jack. 288p. il. (col. front.) D [c.'27] Phil., Lippincott \$2

The tale of a little known American hero, John Sevier of Tennessee.

Fenner, Mabel B.

Jesus and his friends; 2nd bk.; pupil's bk. and teacher's bk. 143p; 152p. il. O (Religious educ. texts for weekday schools) [c.'27] Phil., United Lutheran Pub'n House 75 c.; \$1

Fiske, Bp. Charles, D.D.

The faith by which we live; rev. ed., with questions on the faith appended. 346p. (bibl. footnotes) D [c.'19] Milwaukee, Morehouse Pub. Co. \$1.50; pap., 75 c.

Ford, Ford Madox [Ford Madox Hueffer]

No more parades. 318p. D (Novels of distinction) [c.25] N. Y., Grosset \$1

Gaut, W. R.

The worm that turned. 355p. D c. Charleroi, Pa., Charleroi Pub. Co. \$2.50

A protest against the Volstead Act voiced thru the medium of a story.

Geer, Walter

Napoleon and his family; the story of a Corsican clan: Corsica-Madrid, 1769-1809. 370p. (2p. bibl.) il. O c. N. Y., Brentano's \$5

The first volume in a proposed three-volume work dealing with the Bonaparte family.

Geley, Gustave

Clairvoyance and materialisation; a record of experiments; tr. by Stanley de Brath. 417p. il. diags. O '27 N. Y., Doran \$7.50

Before his death in 1924, Dr. Geley was director of the International Metaphysical Institute of Paris.

Gillham, George Halsey

The adventures of William Tucker. 267p. il. D '27 c. '25-'27 Bost., Houghton \$1.75

A boy and his friends encounter many startling adventures on a Mississippi shantyboat.

Dubuisson, Eleanor

Bonnie and Billy's Christmas dream; a play in two acts. 20p. S c. '27 N. Y., Fitzgerald Pub. Corp. pap. 35 c.

It happens every day; a character monologue or playlet for three characters. 8p. S c. '27 N. Y., Fitzgerald Pub. Corp. pap. 25 c.

Eastman, Linda Anne

Furniture, fixtures and equipment; rev. 19p. (bibl.) D (Manual of lib. economy, chap. 11) '27 Chic., Amer. Lib. Ass'n apply

Fairlie, John Archibald

Administrative procedure in connection with statutory rules and orders in Great Britain. 84p. (bibl.) O (Studies in social sciences, v. 13, no. 3) [c.'27] Urbana, Ill., Univ. of Ill. apply

Farrington, Oliver C. and Laufer, Berthold

Agate. 35p. (bibl.) il. (pt. col.) O (Geology leaflet 8) '27 Chic., Field Mus. pap. 50 c.

Frost, Beulah M., comp.

Paper and paper products in Colombia, Venezuela, Ecuador and the Guianas. 27p. O (Trade information bull., no. 477) [c.'27] [Wash., D. C., Gov't Pr. Off.; Supt. of Doc.] pap. 10 c.

Goddard, Dwight

Was Jesus influenced by Buddhism? 249p. (2p. bibl.) front. (por.) O [c.'27] Thetford, Vt., Author gratis
 "A comparative study of the lives and thoughts of Gautama and Jesus."

Godwin, W.

Memoirs of Mary Wollstonecraft. 400p. il. O '27 N. Y., Greenberg \$12.50, bxd.

Gollomb, Joseph

Master highwaymen. 312p. O [c.'27] N. Y., Macaulay \$2.50
 Describing the careers of famous highwaymen.

Graves, Robert

Lars Porsena; or, The future of swearing and improper language. 77p. S (To-day and to-morrow ser.) [c.'27] N. Y., Dutton \$1

Greene, George Washington

The white girl of Spirit Island; a story of love and adventure. 273p. il. D [c.'27] Bost., Christopher Pub. House \$1.75

Griffith, Mrs. Helen Sherman

Louie Maude and the Mary Ann [juvenile fiction]. 206p. front. D '27 Phil., Penn 50 c.

Haines, Donal Hamilton

Fighting blood. 259p. front. (col.) D c. Bost., Houghton \$2
 A tale of Kitchener's campaign in the Soudan.

Hamsun, Knut

Growth of the soul; tr. by W. W. Worster. 580p. D (Novels of distinction) [c.'17, '21] N. Y., Grosset \$1

Hardy, Mary Earle [Mrs. Asa Strong Hardy]

The girl of the forest. 222p. il. (pt. col.) O [c.'27] Chic., A. Whitman \$1.50
 The forester's daughter learns all about the different trees.

Harrow, Benjamin

Eminent chemists of our time; 2nd ed. enl. 491p. il. O [c.'20, '27] N. Y., Van Nostrand \$3

Hellings, Mary Louise

The Arbor Day lady; an appreciation. 64p. il. O [c.'27] Chic., A. Whitman 75 c. bxd.
 A book on trees for children.

Herold, A. Ferdinand

The life of Buddha, according to the legends of ancient India; tr. by Paul C. Blum. 297p. il. (col. front.) O c. N. Y., A. & C. Boni bds. \$3

Heseltine, Olive

Conversation. 253p. D [n.d.] N. Y., Dutton \$3
 On the art of conversation from the Middle Ages to the present day.

Heydrick, Benjamin Alexander

How to study literature; 3rd ed., rev. and

enl. 167p. S [c.'27] N. Y., Noble & Noble 85 c.

Heyliger, William [Hawley Williams, pseud.]

The making of Peter Cray. 226p. D c. N. Y., Appleton \$1.75
 A story for boys of a young cub reporter who "makes good."

Himalayan letters of Gypsy Davy and Lady

Ba, The. 292p. maps O '27 Bost., Houghton \$6
 A book of travel letters.

Hosic, James Fleming, and Hatfield, Walter Wilbur

Introductory studies in literature. 582p. il. D (Century studies in lit.) [c.'27] N. Y., Century \$1.90

Houck, Elmer Hoglen

That book of mine [verse]. 125p. il. D c. Dayton, O., Groneweg Press, 40 N. Jefferson St. \$2

Howard, J. P.

Spanish syntax and composition. 101p. D '27 N. Y., Macmillan \$1.35

Howland, Louis, ed.

Autobiography of a cathedral; il. by Joseph Pennell. 193p. S c.'27] N. Y., Century \$1.50
 An American cathedral tells its own story and comments on life as it has observed it.

Hudson, Rev. Cyril E.

The A B C of Christian living. 94p. T '27 N. Y., Macmillan 60 c.

Hyakuzo, Kurata

The priest and his disciples; a play; tr. by Glenn W. Shaw. 251p. D '27 N. Y., Doran \$2

Hyde, Mark Powell

The strange inventor. 224p. front. (col.) D '27 c.'26, '27 Garden City, N. Y., Doubleday \$1.75

A story for boys of Merlin, the magician of King Arthur's court, who learned how to prolong his life and gather the scientific secrets of 1500 years.

Johnson, Myrtle Elizabeth, and Snook, Harry James

Seashore animals of the Pacific coast. 673p. (15p. bibl.) il. (pt. col.) diags. O c. N. Y., Macmillan \$7.50

Johnston, Alexander

Ten—and out! the complete story of the prize ring in America; foreword by Gene Tunney. 347p. il. O c. N. Y., Ives Washburn \$3.50

The first history of the American prize ring.

Justus, May

Peter Pocket. 127p. il. (col. front.) D c. Garden City, N. Y., Doubleday \$1.50
 About a little boy who lived in the Cumberland mountains.

Haynes, Grisson Edwards, comp.

Foreign markets for automobile servicing appliances. 58p. O (Trade information bull., no. 482) [c.'27] [Wash., D. C., Gov't Pr. Off.; Supt. of Doc.] pap. 10 c.

Johnson, Frederick Green

Lemme explain; blackface talking act. 9p. S c.'27 N. Y., Fitzgerald Pub. Corp. pap. 25 c.

Kandel, Aben

Vaudeville. 165p. O c. N. Y., Henry Wat-
erson \$2
A novel of modern life.

Kelly, George Edward

Craig's wife; a drama. 174p. D (French's
standard lib. ed.) c. '25, '26 N. Y., S. French
pap. 75 c.

Kenton, Edna, ed.

The Indians of North America; 2 v. 614p.;
593p. maps O [c. '96-'27] N. Y., Harcourt
\$10, bxd.

Selected from "The Jesuit Relations."

Knox, Rose B.

School activities and equipment; a guide
to materials and equipment for elementary
schools. 416p. il. diags. D [c. '27] Bost.,
Houghton \$2

Kreymborg, Alfred

Funnybone Alley; il. by Boris Artzybasheff.
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\$3.50

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Lamb, Harold

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278p. (9p. bibl.) il. O c. N. Y., McBride
\$3.50

Biography of a man who almost conquered the
entire world, seven hundred years ago.

Landucci, Luca

A Florentine diary from 1450 to 1516; con-
tinued by an anonymous writer till 1542, with
notes by Iodoco del Badia; tr. by Alice de
Rosen Jervis. 321p. il. D '27 N. Y., Dut-
ton \$3

Lasker, Emanuel

Lasker's manual of chess. 408p. front.
(por.) diags. O [c. '27] N. Y., Dutton \$7

Lincoln, Joseph Crosby

The aristocratic Miss Brewster. 403p. D
c. N. Y., Appleton \$2

Miss Brewster, a member of an aristocratic family
in an old-fashioned New England town, goes to work
and meets, in a business way, the self-made Captain
David.

Lippmann, Walter

Men of destiny. 244p. il. D c. N. Y.,
Macmillan \$2.50

Sketches of some outstanding Americans, that have
appeared in the Atlantic Monthly, the New Republic,
and other magazines.

Loomis, Alfred Fullerton

Walt Henley, D.S.M. 255p. front. (col.) D
c. N. Y., Ives Washburn \$2
About a boy who, tho under age, enlisted in the
U. S. Navy during the World War.

Lovell, Dr. Philip M., and Press-Lovell, Leah

Diet for health, by natural methods. 431p.
D c. Los Angeles, Times-Mirror Press \$3
With health menus and recipes, and instructions for
the care of the sick without the use of drugs.

Lowrie, Robert Harry

The origin of the state. 122p. (bibl. foot-
notes) O [c. '27] N. Y., Harcourt \$1.50
The author is professor of anthropology in the Uni-
versity of California.

Lynn, Escott

The black triangle; a tale of today. 336p.
il. D '26 Phil., Lippincott \$2
Excitement and trickery aplenty in a story for men
and boys.

MacClure, Victor

The secret fool. 305p. D c. [N. Y.]
Brentano's \$2

The story of a man who was too much of an
idealist to find happiness in everyday living.

McCulley, Johnston

Alias the thunderbolt; a detective story.
255p. D (Chelsea House popular copyrights)
[c. '27] N. Y., Chelsea House 75 c.

Maclay, William

The journal of William Maclay, United
States senator from Pennsylvania, 1789-1791;
introd. by Charles A. Beard. 448p. front.
(por.) O '27, c. '90, '27 N. Y., A. & C. Boni \$4
Formerly published by Appleton, and now issued
with a new introduction.

McCutcheon, Thomas P. and Leltz, Harry

General chemistry; theoretical and descrip-
tive. 425p. diags. O c. N. Y., Van Nostrand
\$3.50

Mathews, John Mabry

Essentials of American government. 443p.
(bibls.) il., maps (pt. col.) D [c. '27] Bost.,
Ginn \$1.60

Matthews, Miriam Cassel

Spring interlude. 45p. D c. N. Y., H. Vinal
bds. \$1.50

A book of poems.

Mays, Arthur Beverly

The problem of industrial education. 428p.
(bibls.) D (Century educ. ser.) [c. '27] N. Y.,
Century \$2.25

Kroeber, Alfred Louis

Arrow release distributions. 14p. map Q (Pub'n's
in Amer. archaeology, v. 23, no. 4) '27 Berkeley, Cal.,
Univ. of Cal. Press pap. 25c.

McMurry, Frank M., and others

Teachers' manual for Social arithmetic; bks. 2 and
3. 74p.; 66p. O c. N. Y., Macmillan pap. apply

MacNeil, John Abraham, and Weaver, Jesse C.

The law of evidence in civil and criminal cases
in Illinois; 3 v.; 2nd ed. 3114p. O '27 Chic., Cal-
laghan & Co. fab. \$30

Marett, R. R.

The diffusion of culture; the Frayer lecture in
social anthropology. 38p. D '27 N. Y., Macmillan
pap. 60c.

Martin, Gladys, and Martin, Dennis

Fifty Latin verbs, their compounds and derivatives,
20p. O [c. '27] Bost., Palmer Co. apply

Muller, Louise Marny

Blue-blossomed garden; poems of California. 44p.
il. S ['27] [Santa Barbara, Cal., Schauer Pr. Studio]
apply

Mégroz, R. L.

The three Sitwells. 333p. (bibl.) D [n.d.]
N. Y., Doran \$3
A biographical and critical study of three modern
English writers, Edith, Osbert and Sacheverell Sit-
well.

Migeod, Frederick William Hugh

A view of Sierra Leone. 361p. il. maps. O
'27 N. Y., Brentano's \$4.50
Travel and exploration in a little known colony of
West Africa.

Miller, Harry Lloyd

Creative learning and teaching; introd.
by Glenn Frank. 269p. il. (col. front.) diagrs
D [c.'27] N. Y., Scribner \$1.80

Miller, Joseph Corson

A horn from Caerleon [verse]. 108p. O c.
N. Y., H. Vinal bds. \$1.50
Practically all the poems have appeared in maga-
zines.

Montague, Joseph

The sunset trail; a western story. 251p. D
(Chelsea House popular copyrights) [c.'27]
N. Y., Chelsea House 75 c.

Moon, Grace Purdie [Mrs. Carl Moon]

Nadita (Little Nothing); il. by Carl Moon.
274p. il. ((col. front.) D c. Garden City,
N. Y., Doubleday \$2
The story of a little Mexican girl.

Murphy, Marguerite

Peter's wonderful adventure. 279p. il. D
[c.'27] Bost., Ginn 76 c.
A fairy story for young children.

Nicholson, William

Clever Bill. no p. il. (col.) obl. S [n.d.]
[Garden City, N. Y., Doubleday] bds. \$1
A picture story for children.

Norfleet, T. Frank

Norfleet; as told to Gordon Hines; rev. ed.
397p. il. O [c.'24, '27] Sugar Land, Tex., Im-
perial Press \$2
The experiences of a Texas rancher with an inter-
national swindling ring.

O'Flaherty, Liam

The life of Tim Healy. 318p. (bibls.) front.
(por.) O [c.'27] N. Y., Harcourt \$3.75
A biography of the first Governor-General of the
Irish Free State.

Ossendowski, Ferdinand Antony

Oasis and simoon; tr. by Lewis Stanton

Palen. 313p. O [c.'27] N. Y., Dutton \$3
Travels in Algeria and Tunisia, published in Eng-
land under the title "The Breath of the Desert."

Pedler, Mrs. Margaret Bass

Yesterday's harvest. 303p. D [c.'26] N.
Y., Doran \$2
The love of two very different women saves Blair
Maitland from his clouded past.

Phillpotts, Eden

The thief of virtue. 475p. front. D (Wide-
combe ed. of Eden Phillpotts' Dartmoor
novels; v. 2) '27 N. Y., Macmillan bds. \$4
Widecombe Fair; introd. by Arnold Ben-
nett. 583p. front. D (Widecombe ed. of Eden
Phillpotts' Dartmoor novels; v. 1) '27 N. Y.,
Macmillan \$4

Post, Melville Davisson

The revolt of the birds. 143p. D c. N. Y.,
Appleton \$1.50
An unusual and romantic tale of mystery and ad-
venture in the China Sea.

Poynter, Beulah

The Murillo mystery. 247p. S (Altemus'
popular fiction ser.) c.'26, '27 Phil., Altemus
50 c.

Putnam, H. Phelps

Trinc [verse]. 74p. il. D [c.'27] N. Y.,
Doran \$1.75

Quarto Club papers. 123p. '27 N. Y., Pynson
Printers \$6

Radin, Paul

Primitive man as philosopher; foreword
by John Dewey. 420p. (bibl. footnotes) O
c. N. Y., Appleton \$3

Ramsay, Janet

The bright threshold. 297p. D c. N. Y.,
Longmans \$2
The story of a girl's search for reality, by the
author of "High Road."

Ranlett, Louis Felix

Let's go! the story of A. S. no. 2448602
303p. il. O c. Bost., Houghton \$2.50
A realistic narrative of the World War as it was
experienced by a boy of twenty-one who entered it a
corporal in the 77th Division and ended it a second
lieutenant of the 2nd Division.

Richards, Grant

Fair exchange. 298p. D [c.'27] N. Y.,
Doran \$2.50
A novel laid in England, with a quixotic hero.

Nat'l Education Ass'n, Research Div.

Major issues in school finance; pt. 2. 63p. (8p.
bibl.) diagrs. O (Research bull., v. 5, no. 1) '27
Wash., D. C. Author, 1201 16th St., N.W. pap. 25c.

Salaries in city school systems, 1926-27. various p.
diagrs. O (Research bull., v. 5, no. 2) '27 Wash.,
D. C., Author, 1201 16th St., N.W. pap. 25c.

Nat'l Industrial Conference Bd.

The fiscal problem in Delaware. 160p. diagrs. O
'27 N. Y., Author apply

Palmer, Jesse Joseph Webb

Origin and development of the Continental steel
entente. 47p. O (Trade information bull., no. 484)
[27] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.]
pap. 10c.

Park, James Loder

Ethiopia: commercial and economic survey. 14p.
map O (Trade information bull., no. 476) [27]
[Wash., D. C., Gov't Pr. Off.; Sup't of Doc] pap. 10c.

Porter, Philip Kelsey, and others

A series of six radio talks on automobile engines,
their operation and care. 51p. O (Radio pub'n no. 28)
[c.'27] [Pittsburgh, Pa., Univ. of Pittsburgh] apply
Rappard, William Emmanuel, and Patterson, Caleb
Perry

The League of Nations. 54p. (bibl.) D (Internat'l
conciliation, no. 231) [27] N. Y., Carnegie Endow-
ment for Internat'l Peace pap. 5c.

Roberts, Bertha Geyden

The land o'dream; verse. 53p. O [c.'27] [New
Haven, Conn., J. R. Sutherland, 38 Sanford] apply

Robbins, Howard Chandler, comp.

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE Dunster House Bookshop, Cambridge, Mass., announces a privately printed monograph on "Edward Arlington Robinson and the Arthurian Legend," by Lucius Beebe of Harvard University.

"WHAT a grand time one could have on a rainy afternoon," says the *Christian Science Monitor*, "in the attic browsing among the 350 volumes representing more than 100 schemes for a perfect social state, a Utopia, just presented to Harvard University. This collection is said to be the only considerable one with the exception of the unparalleled library of John Burns of London."

THE Oxford University Press, American Branch, is adding "De Quincey" to its Clarendon English Series. Each volume in this series contains a representative selection from the works of the author, prefaced by the best criticism of his writings, and a brief introduction designed to supplement these criticisms and bring them into focus. The selections are annotated. "De Quincey's Selections" contains essays by Leslie Stephen and Francis Thompson, and is edited by M. R. Ridley.

THE first effects in this country of George Bernard Shaw's departure from 10 Adelphi Terrace, London, where he has resided for thirty years, to smaller but more modern quarters, have reached this city in the form of five printer's proofs brought here by Edgar H. Wells, the rare book dealer of this city. When making his change, Mr. Shaw disposed of a part of his library, among which were the proofs of "Overruled," "Augustus Does His Bit," and three proofs of "Great Catherine," all of which show many author's changes and

corrections that will make them prized by collectors lucky enough to get them.

JOHN KEBLE'S "Christian Year" appeared just a century ago. Before the author's death in 1866 this remarkable book went thru ninety-five editions. Since then it has been constantly reprinted. The *London Times*, in discussing this remarkable record, says that "as a best seller during an author's lifetime it probably has no rival. Of Bunyan's 'Pilgrim's Progress,' which at once suggests itself in this connection, eleven editions appeared during the lifetime—certainly a record up to that date. In totally different lines of literature there are other books, such as Defoe's 'Robinson Crusoe' and Swift's 'Gulliver's Travels,' which ran into many editions during the lifetime of the respective authors, but 'The Christian Year,' with its ninety-five editions in thirty-nine years is probably the world's record."

HERBERT PUTNAM of the Library of Congress speaks of the "chairs" of Fine Arts and American History which have been established in the National Library at Washington as a novelty, but they are none the less a natural evolution. The *New York Times*, in discussing the matter editorially, says, "It is quite in keeping with the development in the higher ranges of search and interpretation that there should be teachers with the status of professors occupying what are academically known as 'chairs,' men who know what has been collected out of the past in their respective fields and also who know 'the problem and language of the inquirer.' It is a highly needed service, which so far transcends the customary public provision that private benefactions have in these

pioneer instances supplemented what the Government provides by way of support of a divisional head of fine arts or of history, in order to secure the services of men especially qualified who would be fitted to take a chair in one of the foremost universities."

THE recent attack upon the historical accuracy of Lord Nelson's last signal, "England expects that every man will do his duty," has provoked a broadside from Nelson collectors, who are more numerous on both sides of the Atlantic than is generally known. S. Van B. Nichols, of South Norwalk, Conn., the owner of a collection of Nelsoniana, points out that John Knox Laughton in his "Nelson's Letters and Despatches," printed in 1886, said: "The exact wording of the celebrated telegraph has often been warmly and angrily discussed. It is not a question for discussion at all, but one of simple evidence. The *Naiad* and *Euryalus*, the repeating frigates, noted it in their log, and they repeated it. Other ships also noted it. The *Orion* noted the code numbers." In 1908 the question of what was the real wording of Nelson's last signal was again raised, an investigation followed and in October of that year there was printed for his Majesty's Stationery Office "Nelson's Signals For Official Use," written by W. G. Perrin. This booklet is conclusive. It not only gives the history of signals but explains the methods in use at the time of Trafalgar. The signals were made in numeral code from the vocabulary of the "Signal Books" then about six years in use, and "confides," which Nelson first used, not being in the book, and "expects" being the nearest synonym, the latter was therefore used and could be signaled in one hoist, while "confides" required eleven flags in eight hoists. Mr. Nichols says that his collection contains many other evidences verifying the correctness of the well known signal.

THE fortieth volume of the English "Book Prices Current," after having stopped just short of 1,000 pages in recent years, has now reached a four figure pagination. The high average of the book auctions during the present century was fully maintained in the season of 1925-1926,

reported in the volume which has just appeared. The two parts of the Britwell Library and the Clawson sale, together with thousands of other important items, will long give this issue importance for reference. The *London Times* complains that many valuable items are listed with inadequate information and, of course, cites instances to prove it. But it is an exceedingly difficult task to condense into one volume the information which this volume contains. Collectors are grateful to get it as it is, for the large number of important sales recorded annually has made it indispensable.

THIS year is the hundredth since John J. Audubon began the publication of his "Birds of America," completed in 1838, when the final plates were distributed to subscribers. In the century that has passed there has been a steadily increasing interest in Audubon, the artist naturalist, and in the birds of America. His great work, depicting practically all of the then known birds of America, has taken its place at the head of great ornithological publications. The first large folio edition is increasing in scarcity and growing more valuable every year. A few years ago a bookseller who cataloged a copy at \$2,000 predicted that in a few decades the work would be bringing \$5,000. Since the prediction was made its value has nearly doubled, and now it is safe to say that the time is not distant when a choice copy will bring \$5,000.

THE new edition of the Connoisseur Series for Book Collectors, edited by C. Reginald Grundy, entitled "Sporting Prints of the 18th and Early 19th Centuries," is an excellent general guide to a fascinating subject. In it are recorded all the most famous English artists and engravers who produced sporting prints during the hey-day of the art, as well as a large number of lesser known exponents, not a few who have escaped the notice of previous writers. Particulars are given of numerous engravings which collectors are likely to acquire, no less than forty-eight being finely reproduced in color. Among the latter are works of George Stubbs, L. F. Abbott, P. Reinagle, Ben Marshall, and many others. The edition is limited to 1,500 copies.

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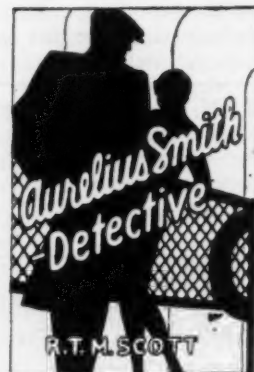
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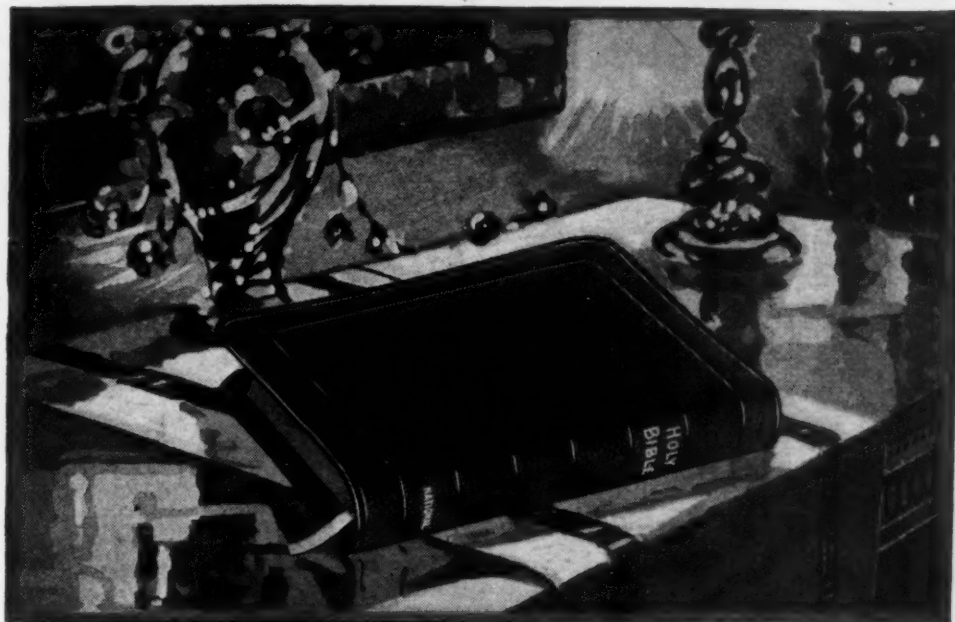
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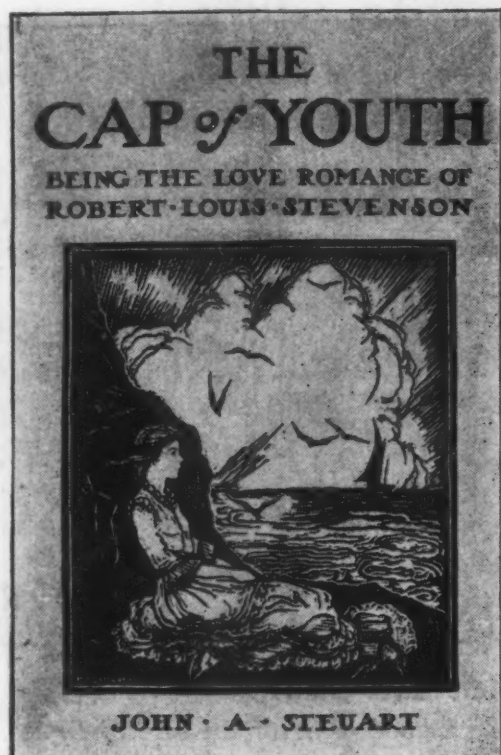
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